

# Alan Trow-Poole

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**Nationality:** British                      **Status:** Married with one daughter.

## Summary

Alan is an **Information Architect** and **Usability Designer** with an international reputation for designing and managing the development of enterprise application software and web-portals for some of the worlds leading technology companies.

Alan is passionate about his work and has a track record of successfully delivering “user experiences” that are easy to navigate, simple to use, visually appealing, and optimized for usability for companies in Europe and the USA, (where he lived for 8 years).

Alternate job titles include: User Experience Designer/Expert, User Experience Manager/Director, Interaction Architect/Designer, Information Architect, Usability Specialist, Human Factors - Engineer/Manager, Visual Designer.

## Background

Alan has a unique combination of technical, creative, teaching and management skills. He has extensive software engineering experience gained while working for companies such as: Digital, (now Compaq), PeopleSoft, and ASK Computer Systems. He has managed development teams and personally created innovative designs for companies like: Visa, SkillsVillage, White Pine Software, Pitney Bowes, Visigenic, Virtual ink and Informix. While living in California he often guest lectured on web-design at the University of California and his work is featured in a best selling book: HTML Publishing on the Internet, (Coriolis Ventana). He has developed a methodology for deigning icons for applications, web-sites and mobile devices that has earned him an international reputation.

## Tools & Technology

- ❑ **Fluent:** HTML, CSS, Photoshop, Image Ready, Illustrator, GoLive, Microsoft Office
- ❑ **Proficient:** Windows OS, Most Web Browsers, SSADM
- ❑ **Familiar:** Dreamweaver, Javascript, XML, Visio, Flash, OOA, REALbasic, JAVA, JSP, UML

## Work History Summary

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|---------------|----------------------------|-------------------------------------|
| ❑ 2001 -      | User Interface Architect   | The Icon Studio (UK)                |
| ❑ 1999 - 2004 | User Experience (Director) | iCorporation, (UK)                  |
| ❑ 1999 - 2001 | User Experience Architect  | SkillsVillage, now PeopleSoft (USA) |
| ❑ 1994 - 1999 | Design Manager UI          | PeopleSoft, (USA)                   |
| ❑ 1991 - 1994 | Snr. UI Designer           | ASK Computer Systems, (USA)         |
| ❑ 1986 - 1991 | Snr. Consultant UI         | Digital Equipment Corp., (UK)       |
| ❑ 1983 - 1986 | Analyst/Designer           | Data Networks, (UK)                 |

## Education

- |                |                                |                              |
|----------------|--------------------------------|------------------------------|
| ❑ HNC          | Mechanical Engineering Pl.     | Central University – UK      |
| ❑ ONC          | Mechanical Engineering         | Hall Green Tech College – UK |
| ❑ Design Cert. | Graphic Design & Visual Comms. | University California – USA  |
| ❑ Certificate  | Advanced Multimedia Techniques | Stanford University CA – USA |
| ❑ Certificate  | WWW Programming & Design       | University California - USA  |
| ❑ Certificate  | HCI & User Interface Design    | Aaron Marcus Assoc. – USA    |

## Professional Membership

- ❑ AIFIA – Asilomar Institute of Information Architecture
- ❑ UKWDA – UK Web Design Association

## Publications

- HTML Publishing on the Internet, Heslop/Coriolis – Examples of Alan's work are published in the 2<sup>nd</sup> edition of this best selling book.

## Key Skills & Experience

Information Architecture, User Interface Design, Visual Design, Interaction Design, User-Centered Design, Icon Design, Graphic Design, Rapid Prototyping, (using HTML & 4GIs), Excellent written, verbal and presentation skills, self-starter that can work independently and collaborate with multi-disciplined development teams, experienced in managing creative web development teams, requirements analysis, mind-mapping, creative problem solving, concept development, marketing communications, project and time-management skills, Enterprise Application Development, Web and Client-Server Development, User Interface Standards & Style Guides, Design Templates, production of prototypes, wire-frames and mockups, site-maps, scenarios, experience of designing enterprise Portals and Dashboards.

## Usability & Information Architecture Experience

### User Interface Architect

The Icon Studio, 2001-Present

Providing freelance/contract User Interface and Information Architecture design services for enterprise software developers, start-ups and new media companies. Sample clients include:

- **Solid Source** – Complete UI design of a “start-up” new web-services application for the veterinary market called, “Practice Veterinary”. Responsible for: usability, visual design, on-line branding. Deliverables included: UI Standards/style-guide, templates, mock-ups/prototypes, business process mapping, scenarios, storyboards, wire-frames. Practice Veterinary was voted “the absolute best” computerized practice management system for Veterinary Practices in the USA by Veterinary Productivity.
- **C&A Industries Group** - Design of corporate web-sites, web-portals, and Intranet applications, user-interface design for internal FOXPro applications, extensive icon design for all products. Re-designed the Aureus web-site which is the top recruiting web-site/company for medical professionals in the USA.
- **West Midlands Safari Park** – Information architecture for main public website including all attractions pages, corporate events and eShopping. Deliverables included: information architecture design with site-maps, template designs, scenarios, usability guidelines, UI mock-ups, visual-design prototypes.
- **PropertyTek** – User-interface design and functional design of the web-service application called, PropertyTek a content-management application for estate-agents in the UK. Designed a user-experience that enable non-technical estate-agents to add property details, (descriptions, photos, maps, floor-plans, 3d walkthroughs) using both web-browser and cross platform desktop applications. Created a user interface to enable two way text-messaging / SMS descriptions of properties to be delivered and requested from mobile phones.
- **Extensive user** interface makeovers and or icon-design for companies such as: Agile, Newberry Network, CodeMatrix, bSquare, ZooSystems, rezBase, Scitegic, MediaBin, Vector Networks, STIBO, PostCode Anywhere.

### User Experience Director

ICorporation PLC, 1999-2004

Non-executive director role involved in the initial company launch and public offering as well as the functional design of the news-service delivery portal. Additional responsibilities included the initial user-interface design of the web-services applications and corporate web-site.

### User Experience Architect

## SkillsVillage, 1999-2001

SkillsVillage are now owned by PeopleSoft.

Responsible for the user interface design and information architecture of the SkillsVillage Internet Services Procurement application and corporate web-site. SkillsVillage software enabled large enterprises to consolidate and manage their procurement costs associated with hiring and managing contract workers. Main duties included user-experience for both the application and corporate web-site. Additional duties included the remote management of the corporate web-site design team, (producer, graphic designers, developers and technical authors).

## Design Manager - UI

PeopleSoft, 1994-1999

Responsible for user-interface design and work-flow design of the Manufacturing and Distribution product lines. Recommended several usability enhancements for PeopleTools that were implemented, (panel editor and work-flow navigator). Designed interactive process-maps for the distribution product line. Designed and developed a Microsoft Excel application to extract manufacturing plans/schedules from PeopleSoft database and present information to users in a more user-friendly graphical manner. Designed, Storyboarded and art-directed the video to launch the manufacturing and distribution product lines which featured the new PeopleSoft Workflow functionality. This video was broadcast "live" world-wide from the HP Media Lab in Cupertino San Jose, CA.

## Senior User Interface Designer

ASK Computer Systems, 1991-1994

Recruited from the UK to Mountain View California to consult and teach the development team at ASK how to design applications using graphical user interfaces, (GUI), Responsible for GUI design of the ADVANCE Manufacturing product. Also responsible for designing and developing a "self-service" multi-media training application for Manman/X, which earned the "1993 Presidents Award".

## Consultant and Lead Designer UI

Digital Equipment Corp., 1986-1991

Developed Digital Europe's first graphical application called ProScheduler designed to plan and schedule resources in process manufacturing companies. Responsible for user interface design and functional design. Development teams were split between UK, Italy and Germany. Traveled extensively throughout Europe and USA to clients sites explaining the benefits of GUI while prototyping designs on-site. Used Digital methodologies: RAMS and Top-Mapping to extract requirements. ProScheduler was successfully implemented in several companies throughout Europe including Unilever and Scottish & Newcastle Breweries.

## Consultant and Lead Designer UI

Data Networks PLC., 1983-1986

Responsible for user interface design and acted as functional analyst for Data Networks first MRP application. Subsequently involved in implementing this application in several companies throughout the UK. Development teams were split between West-Midlands and Swansea Wales.