

# Alan Trow-Poole

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

## Summary

I'm an **Information Architect** and **Usability Designer** with an international reputation for designing enterprise application software and web-portals for some of the worlds leading technology companies. I have a combination of both technical and creative skills with extensive software engineering experience gained while working for companies such as: Digital, (now Compaq), PeopleSoft, (now Oracle) and ASK Computer Systems. While living in California I've guest lectured on visual design and usability at the University of California, (UCSC) and the course work I developed is featured in a best selling book: HTML Publishing on the Internet, (Coriolis Ventana).

## 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.

## Work History:

### User Interface Architect (self-employed) - 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. The Icon Studio is my company name. Sample projects completed 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.
- ❑ **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 (non exec) - 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.

### **User Experience Architect - SkillsVillage, 1999-2001**

SkillsVillage acquired by PeopleSoft, (now Oracle). 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 for UI – PeopleSoft, (now Oracle), 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.

#### **Education:**

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

#### **Tools & Technology:**

- |                          |                    |   |
|--------------------------|--------------------|---|
| <input type="checkbox"/> | <b>Fluent:</b>     | HTML, CSS, Photoshop, Image Ready, Illustrator, GoLive, Microsoft |
| <input type="checkbox"/> | <b>Proficient:</b> | Windows OS, Most Web Browsers, SSADM                              |
| <input type="checkbox"/> | <b>Familiar:</b>   | Dreamweaver, Javascript, XML, Visio, Flash, OOA, JAVA, JSP, UML   |

#### **Professional Membership:**

- |                          |       |  |
|--------------------------|-------|--|
| <input type="checkbox"/> | AIFIA | Asilomar Institute of Information Architecture |
| <input type="checkbox"/> | UKWDA | UK Web Design Association                      |
| <input type="checkbox"/> | UPA   | Usability Professionals Association            |

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, Business Analyst, Systems Analyst.