

Joanne Fantini

www.joannefantini.com

*Optimizing
User Experience
for Products
Through Clear
Content, Simple
Navigation and
Dynamic Design*

Education

BOSTON UNIVERSITY
(Boston, MA)

MS in Computer Information Systems

Program Highlights:
UX Design, Multimedia
Design, GUI Design &
Testing, IA Tools

LEHIGH UNIVERSITY
(Bethlehem, PA)

BS in Computer Engineering

ROWAN COLLEGE
(Pemberton, NJ)

AS in Computer Science

ROWAN COLLEGE
(Pemberton, NJ)

AS in Architecture

Program Highlights:
Passive Solar Design

Early Career

MIT LINCOLN LAB
(Lexington, MA)

Programmer and UI Designer, 1987-1991

Design & programmed
in the Computer &
Telecommunications
Group for lab PhD
researchers.
Development and

UX Lead/Creative Director

Talented **UX Lead/Creative Director** with the proven know-how to combine creative and usability viewpoints resulting in world-class Web and mobile applications. Proven track record of successfully leading small to medium-sized teams. A creative mind with technical aptitude, able to prototype and code. Startup and corporate experience for Cloud-based SaaS platforms, products, and services. I manage teams to build trust.

Optimizing products for brands such as ESPN, Comcast, Verizon Labs, Fidelity and Brennan&Pike. Expert in providing a compelling user experience to improve brand loyalty, customer retention and site visits.

Designer's Toolbox

UX & UI Design, UCD
Usability Protocols
Advanced Analytics
Prototyping
Sketch, Invision

Information Architecture (IA)
Personas, User Testing
Animation/Motion Graphics
Market, UX-UI Research
Requirements Definition

HTML//HTML5
CSS/CSS3... D3, PHP
JavaScript
Adobe CS
Agile Methods

Certifications

MIT xPro HUMAN-COMPUTER INTERACTION FOR USER INTERFACE DESIGN - OCTOBER 2018

<https://mitcsail.credential.getsmarter.com/jbz0tdlq?KEY=fa69960c4c1d403d80c9281e0067d3bc16125726291e853ffb7fbd3762c22e39>

CITI HUMAN SUBJECTS RESEARCH CERTIFICATION GROUP 2 (SOCIAL BEHAVIORAL)

CERTIFIED SCRUM PRODUCT OWNER (CSPO) SCRUM ALLIANCE 001045324 EXP FEB 2022

CERTIFIED SCRUM PROFESSIONAL (CSPO) SCRUM ALLIANCE 001045324 EXP FEB 2022

Professional Experience

OCTO CONSULTING (Reston, VA), **Senior UX Consultant**, April 2018-Current
UX-UI research, design and programming solutions with UCD & Agile
methods. Using Sketch, InVision, & Adobe CC for wireframes, prototypes, and
MVPs for communications with Product Managers, Engineering and Dev
team members. Used Pivotal Cloud Foundry, Agile & SAFe methods.

CREDIT-SERVICES INC. (Nashua, NH), **Creative UX Director/Product Dev**, June
2015-Mar 2018 Designed SaaS solution for core product including live
reports and payment dashboard. Research, design and programming
solutions with UCD & Agile methods.

UX Needs:

- Ux/UI Front End Designer and strategy for core product.
- UX improvements to Live reports.

WEB TECH ONLINE LEARNING VIDEOS **Producer**, April 2014-Current Concept
and production of learning videos for web technology – HTML – CSS – JavaScript.

GE HEALTHCARE (Boston, MA), **Senior UX Researcher/Product Dev**, Oct
2014-May 2015 Designed new UI with UX driven design for Centricity. Early
stage design & product definition, researched relevant user data, planned
necessary activities, UX and UI design solutions for core product. Research,
design and programming solutions with UCD & Agile methods.

implementation
Department of
Defense Security
programs and doc
management system.

People Skills

Self-starter who
instinctively and
consistently creates
personal and
professional stretch
goals and meets
them.

Works well with others
with the ability to
build trust with the
team and work
effectively in a highly
collaborative team
environment.

Proven track record
of successfully leading
small to medium-sized
teams.

Founded Interactive
Production Studio in
Boston, MA.

Skilled at planning,
organizing, prioritizing
and executing
simultaneous projects
and activities.

Proven ability to work
well under pressure
and adapt quickly to
change.

Excellent writing and
editing skills.

Curiosity and ability to
think creatively,
flexibility,

and a sense of
humor.

UX Needs:

- UX/UI Front End Designer and strategy for core product Centricity Business
- Developed UX/UI improvements to current product line.
- Worked with company's branding group to streamline product lines and adopt web technology into core products.

NORTHEASTERN UNIVERSITY (Boston, MA), **Senior Developer**, Oct 2008-2014

Charged with improving UX for Center for Network Research and Marine Science Web properties, social media offerings and mobile applications through quantitative/qualitative research and value-added IA/UX deliverables. Also provided the design UI and programming. Research, design and programming solutions with UCD & Agile methods.

UX Improvements:

- Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.
- Overhauled various Web sites to optimize the user experience usability.
- Admin and Research portals reduced site management costs.
- Led UX design and programming that redefined the sites.

QUANT5 (Boston, MA), **Senior Web Site/UX Designer**, April 2013- June 2015

Provided Website, UX and IA design Dashboard solutions for core products. Research, design and programming solutions with UCD & Agile methods.

UX Needs:

- UX/UI Front End Designer for Sales Predictive Analytics Dashboard using SalesForce, Marketo, and Big Data sets.
- Researched, strategized and launched UX improvements.
- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement.

MARKETING TECHNOLOGY INTERFACE (Boston, MA), **Survey Development**, 1991-1994 Strategic Programmer/Designer – for Market Research forecasting for General Motors Electric Vehicle/EV, Apple, Scientific Atlanta

Design and programming projects for lead user research for new and virtual products and services. Multiple demographic and psychographic studies. Bring research to forecast data driven design.

SOUNDIMAGE (Boston, MA), **Owner**, 1991-2013

Strategic Media Director/Creative Director/Programmer/Designer – first company I started after MIT.

Design and programming of interfaces and projects for mobile and Internet applications, Dashboard and data visualizations.

- Entrepreneurial experience and responsibility for/or with principals for complete lifecycle. Worked with many different startups as the Internet has evolved.
- Managed groups of creative and technical people and can actually code.
- Worked directly with clients at senior staff level: CEO, VPs, Presidents, Directors at MIT, Verizon Labs, ESPN, Comcast SportsNet, Cox Cable Communications, MTI, General Motors, Polaroid, Smithsonian, Mercer Management Consulting, Fidelity, Putnam Investments, Mitsubishi Electric, Bell South.

I have done a lot.
wait there's more...

- ◆ Negotiate requirements and specifications; hands on and hands off design and programming.
- ◆ Works with legal contracts and intellectual property law attorneys.
- ◆ See project list on following page.

MIT LINCOLN LAB (LEXINGTON, MA), **Programmer Analyst**, 1987-1991

Internet and telecom programming services for the laboratory; community for 2000+ workstations. Provide technical assistance and programming to PhD researchers.

Development and implementation Department of Defense Security Audit Trail program in C. Inventory database application software and developed utilities using PostScript and C languages.

Evaluated and purchased high volume (Gigabyte range) document management systems (\$250,000 range) that utilize text and image retrieval for the laboratory archive library.

Implemented the front end of a Distributed Video Bulletin board system with Macromedia Director. The bulletin board is/was a high quality video broadcast system to graphically display Laboratory activities.

SOUNDIMAGE MULTIMEDIA (Boston, MA), **Senior UX Designer**, 1991-Current
Provided Web site, UX and IA design solutions for product development.

Selected Projects:

- 2016 **Brennan&Pike** – Healthcare CloudPay- Billpay platform - LAMP system for healthcare and utility payments <http://bpcloudpay.com>
- 2015 GE Healthcare – Centricity Business UI uplift of entire application, Ux/UI Front End Design and , programming in HTML and JavaScript, with AngularJS, CSS
- 2014-2016 Online Video Learning Videos hosted on UDEMY.com platform – created videos for learning the basic of Programming, HTML, CSS and JavaScript
- 2013-2014 Quant5.com– Ux/UI Front End Programming, JavaScript, CSS
- 2012 Harvard Business School - Executive Education – Ux/UI Front End Programming, JavaScript, CSS, Sharepoint
- Dec 2011-2012 Abine.com / Mozilla Added Security product – Ux/UI re-design Privacy Suite product, straight JavaScript, CSS work
- Sept-Dec 2011 Staples – PHP/MySQLdatabase - LAMP project for mobile advertising banners.

- July-Sept 2011 Monster.com – programming development using HTML5, CSS, jQuery, JavaScript for IPad mobile sites for sales groups at Monster.com
- 2008 – 2016 Northeastern University – PHP/MySQL - LAMP CMS created for powering the web sites in Physics Department and Center for Complex Network Research for Professor Albert-László Barabási, Professor Joseph Ayers, Designed UI and PHP/mysql- BarabásiLab.com, Barabási.com, Cyberplasm.net
- 2008 – 2012 Harvard University Kennedy School of Government – PHP/MySQL - LAMP CMS created for powering the web sites in the Center for International Development. Designed UI and PHP/mysql
- Oct 2005 – 2016 Credit-Services, Inc. – Developed Client/Server App for Accounts Receivable platform for health care account collections of insurance payments, total online bill payment system with SSL in LAMP environment. Architected, spec hardware, and programmed for the information structure, Linux/Apache, PHP, MySQL, implementation strategy. System collects per month \$100,000 (start 2008) – \$15,000,000 (current gross total) SELF PAY receivables and PreAuthorization receivables. Designed UI and PHP/mysql
- Nov 2010 – Mar 2011 GTECH – Flash based video training system using XML for video feeds, PHP/Mysql CMS to control XML
- June 2010 – September 2010 Dana-Farber Medical Oncology / Computational Biology – Data extraction and reporting from MySQL DB. And data visualizations with JavaScript Libraries. CITI HUMAN SUBJECTS RESEARCH CERTIFICATION Group 2 (Social Behavioral)
- 2007 – 2011 Various Boston Ad agencies – Flash Actionscript or jQuery plug-in / CSS programming for designs from Photoshop or Adobe Illustrator UI design files.
- March 2008 – July 2008 Disney TV & Game Kingdom – UI graphics and Flash Actionscript programming for DVD Application of video and games. Took existing online app and transformed into Flash app.
- November 2007 – January 2008 Hill-Holiday – CSS programming for Chilis.com (entire site programming from Creative Director comp. files)
- May 2008 – July 2008 Fed Ex - User interface programming (AS3) for Usability Design of flagship shipping service site for 2009, they wanted to use Flash for entire interface by 2010 (which did not actually happen)

- October 2005 – Match 2006 Verizon Labs User interface design for prototype services for FIOS-TV within the Usability Design Group
- Nov 2008 – May 2009 LTSave – UI graphics, CSS and web coding for main web-based retirement planning decision support tools and personalized communications that inform, educate, and motivate people and employees retirement planning. For web based .NET application and also created tradeshow and sales Flash demos for Sales and Marketing Team.
- 2001 – 2006 Comcast Designed and fabricated interactive touch screen kiosks & video programs for Marketing Director, Produced interactive video DVD titles for sports karaoke from Classic Channel's video library.
- 2000 – 2004 ESPN Designed and fabricated interactive touch screen kiosks & video programs for Affiliate Marketing & Sales, Produced interactive video DVD titles for sports karaoke from Classic Channel's video library, Designed/programmed website for national sales team for communications of kiosk scheduling and requests
- 2001 – 2005 Developed, managed and supported Sports Karaoke Kiosks for ESPN and Comcast!!!
- 1998- 2000 Mitsubishi Division startup in Newton, MA, UI / UX for secure FTP product
- 1997 – 2000 Menzie-Cura/ US Air Force: Petroleum InSite: an instructional site & CD-ROM evaluation program for petroleum release sites to assess human health risk to petroleum exposure in air, land and water;

based on the EPA/Total Petroleum Hydrocarbon Criteria Working Group. Assess Human Health, Ecological, and Aesthetic Risks. US EPA and Proposed ASTM guidance.

- 1992 – 1999 CD-ROM/DVD Products: Published line of CD-ROM Products: 3D DX Models, Wine Guide Interactive, What Women Want, Welcome to Boston Products: 3D DX Models, Wine Guide Interactive, What Women Want, Welcome to Boston