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■ BOB GOODMAN | 617-620-1641 | bob@bobgoodman.net

*OVERVIEW: A leading UX designer specializing in information architecture, usability, and UI design for Web-based consumer and business applications, workflows, online marketing, and social media with 12+ years of experience, including 4 years combined management experience; extensive background in long-term client relationships, wireframing, user testing, and rapid prototyping; well-versed in user-centered design and agile methods; able to help shape the big picture and drill into the details.*

## EDUCATION:

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Emerson College. Master's of Fine Arts in Writing; teaching Fellowship Recipient.

Tufts University. B.A. in English.

## EXPERIENCE:

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### **Principal UX Architect, BobGoodman.Net, Inc., Boston | Dec. 2002 - Present**

Founder and principal of UX consulting firm focusing on UI/UX design, information architecture, and usability. In general, I have served as a UX extension of in-house marketing, product and engineering teams. Clients have included WebMD, Akorri (BalancePoint), Partners Healthcare, WebMD, and Spire, a luxury-oriented social media community.

### **Product Designer, Microsoft Startup Labs | May 2008 to November 2009**

Helped to lead UX efforts at Microsoft innovation and incubation center focused on new social media and social search products; served as internal usability and IA consultant for design and launch of new Bing Twitter product; also worked on Live Mesh collaboration platform.

### **User Experience Director, Red98, Boston | July 2000 - Dec. 2002**

Serving as co-director and lead information architect for interactive agency specializing in user-centered design for digital marketing and Web applications. Helped to lead a great team and served as a hands-on UX lead. Clients included HomeRuns (early online grocery), InnoCentive, Insurance.Com., and Fidelity.

### **Associate Creative Director, Mullen Advertising, Wenham, MA. | May 99 - July 2000**

Helped to lead interactive team and mentor junior staffers, with a focus on online advertising and integrated brand-building across TV, print, and Web channels. Clients included Coca-Cola, Monster, Oxygen Network, and Northern Light (early search engine leader.) Hands-on roles also included lead information architect.

### **Creative Director, NetMarquee/Circle Interactive, Needham, MA. | Oct. 98 - May 99.**

Digital CRM start-up acquired by Circle (now Euro RSCG 4D). Clients included Symantec, the Kaufmann Foundation's Entreworld portal, HP, Office Depot, Citizens Bank; also helped to design and productize internal Web tools licensed to clients, including an early CMS for dynamic Web publishing and an e-mail list management and newsletter system.

### **Information Architect, Think New Ideas, Boston, MA. | Dec. 97 - Oct. 98**

First in-house IA for early Web 1.0 interactive agency; clients included BankBoston, Lotus, Lucent, and John Hancock Financial Services.

## SOFTWARE TOOLS:

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Fireworks, Photoshop, Illustrator, InDesign, Dreamweaver, Visio, Axure, Morae. Strong working knowledge of HTML, CSS, JavaScript, JQuery, Flash, Flex, MXML, AS3, Flash Catalyst.