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

*OVERVIEW: An award-winning UX professional focusing on usability, information architecture, UI design, interaction design, writing, and the user experience since 1997. Extensive experience managing and inspiring creative and development teams to optimize and innovate.*

## EDUCATION:

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Emerson College. Master's Degree in Writing, May 1999. Teaching Fellowship Recipient.

Tufts University. B.A. in English, May 1991.

Harvard University Extension School. Coursework in Philosophy, 2001.

## EXPERIENCE:

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### **Owner, BobGoodman.Net, Inc., Boston**

Founded independent user experience consulting firm with services in usability, interaction design, information architecture, writing, and prototyping. Specializing in enterprise software, online communities, Web-based applications and digital communication. Dec. 2002 to present.

### **User Experience Director, Red98, Boston**

Serving as co-creative director and lead information architect for interactive agency specializing in user-centered design. Led the creative team and developed the agency's usability practice, and conducted in-person international usability studies in China, Germany, and Russia. July 2000 to Dec. 2002

### **Associate Creative Director, Mullen Advertising, Wenham, MA.**

Helped lead interactive team and mentor junior staffers, with a focus on integrated brand-building across TV, print, and Web channels. Also served as lead copywriter. May 1999 to July 2000.

### **Creative Director, NetMarquee/Circle Interactive, Needham, MA.**

First creative director for CRM firm (acquired by Circle/EURO RSCG) offering targeted Web and email content, customized news feeds, list management. Created firm's first UI design practice. Oct. 1998 to May 1999.

### **Information Architect, THINK New Ideas, Boston**

First in-house IA and copywriter for the Boston arm of pioneering national interactive agency. Dec. 1997 to Oct. 1998.

### **Journalist, PA, ME, Boston**

Served as a print journalist at daily newspapers (Express-Times, Portland Press-Herald) and later as a freelance journalist in Boston with work published in the Boston Phoenix and the New York Times Magazine. June 1991 to 1997.

## INDUSTRY ACTIVITIES:

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*User Experience Network, Boston Ambassador; Publications in Boxes and Arrows, UX Matters, Interactions Magazine, User Experience Magazine; Numerous awards from the Massachusetts Innovation & Technology Exchange.*

## SOFTWARE TOOLS:

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Fireworks, Photoshop, Illustrator, InDesign, Acrobat Pro, Dreamweaver, Visio, MindManager