

William B. Lenoir

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Profile

16 years of experience in User Experience Management, UI Design and Development, and Information Architecture.

Work Experience

Ten Mile Square Technologies, Inc. (January, 2007 to Present)

Ten Mile Square is a direct descendant of Chessiecap.

Chessiecap, Inc., (September, 2003 to December, 2006)

Engaged in a variety of projects as an Information Architect, Business Analyst, and/or Software Development Consultant. The following is a list of the major engagements.

FINRA, (April, 2004 to Present)

Provided user and business requirements analysis for FINRA's online FOCUS filing submission and analysis application. Once the application went live, provided third level support and ongoing user analysis for future enhancements. Also transformed the JavaScript, XSLT and CSS code to support the FireFox browser.

Designed and developed a working prototype of a proposed variable annuity comparison tool. This involved analysis of the schema for describing variable annuity products and coding XSLT to transform each file into a clickable prototype.

Designed and developed a prototype for the second version of the NSCC Mutual Fund Expense Analyzer. This updated the first version with the ability compare more than 2 funds and added additional data fields along with methods to indicate difference and confidence in the data presented.

Designed and developed a prototype for the next version of FINRA's Report Center. Also wrote the best practices document that describes how the Report Center should grow as new reports and features become available.

Designed and developed a prototype for the first version of the NSCC Mutual Fund Expense Analyzer.

Notable Solutions, Inc.

Conducted a detailed accessibility review of their AUTOSTORE application ahead of a critical sales meeting.

Conference of State Bank Supervisors

Worked with a graphic designer to incorporate the new branding and look & feel for their Nationwide Mortgage Licensing System (NMLS).

Developed the site architecture for the State Regulatory Registry's website as well as for the NMLS supporting website.

Scripps Networks, (October, 2005 to Present).

Redesigned the search tool for the Food Network so as to more effectively separate the search for recipes or other online content.

Designed and developed the interface for their enterprise search application. Acted as the user advocate within the development team.

Participated in the decision to build or buy new content management software. Tasks included interviews with stakeholders and users (current and potential future) to prioritize uses, examination of the current state of content management, and presentation of findings to the decision makers.

Conducted a user interface review of their asset tracking software. This involved interviews with stakeholders, managers, and users, the development of recommendations along with HTML mock-ups to demonstrate those ideas, and the presentation of my findings to the core team of decision makers.

Carey Worldwide Chauffeured Services (March, 2005 to January, 2006)

Provided software development consulting for their next generation dispatch software. Duties included analysis of the dispatch process, identification of gaps in their current set of development artifacts, documentation of the use cases, and development of mock-ups to demonstrate and vet ideas.

Conducted a user interface review of their internal reservation tool. This involved interviews with stakeholders and managers, observations of users and the development of recommendations along with HTML mock-ups to demonstrate those ideas.

buySAFE, (March, 2005 to May, 2005)

Designed and developed a working prototype for their Bonded Shopping Network. This included documenting use cases and development in HTML, CSS and JavaScript, as well as extensive documentation of the mock-ups so that the developers and artists could implement the ideas.

Developed and documented the taxonomy for the products in the Bonded Shopping Network.

HighSpeedAmerica, (January, 2005 to February, 2005)

Facilitated discussions among the company's executives to define their business processes. Modeled and documented those process.

Shop at Home, LLC, (October, 2004 to the January, 2005)

Engaged in a variety of tasks related to business process modeling with the goal of developing a full understanding of the current state architecture for Shop at Home's eCommerce effort. This involved the development of activity flow and state-transition diagrams as well as extensive written reports describing the various relevant activities.

LyriCity Music Exchange, (March, 2004 to August, 2004)

Developed an initial prototype for an online music exchange. Designed content ingestion, searching and administration page flows in HTML and CSS Level 1. This prototype was used to get additional funding and present to potential partners.

Developed a proof-of-concept prototype to be used as the basis for development of the back-end software. This work, too, was done in HTML and CSS Level 1 and involved the incorporation of initial look and feel.

iDefense (Sep, 2003 to June, 2004)

Designed a quick fix for the iDefense's content creation system that involved speeding up the authoring process. Designed online trending functionality, which allows iDefense customers to view graphical reports of content output over time and type. Designed a system whereby iDefense's customers can assign iDefense content to the customer's employees. All design work was done in HTML, CSS, and javascript.

Designed and participated in the development of iDefense's new content creation system. Developed a prototype for this system with HTML, CSS, and Javascript that allowed users to click through the proposed system and provide feedback. Development of the actual system was done with JSPs and Jakarta Struts.

Independent Consultant, (Jan, 2002 to August, 2003)**Carey Worldwide Chauffeured Services (Jul, 2003 to Aug, 2003)**

Designed eCarey's new online reservation system. This process included extensive interviews, prototype development in HTML, CSS and Javascript, and thorough documentation.

Triumph Learning (Nov, 2002 to Apr, 2003)

Developed the user interface of their Test Authoring system that allows their editors -- who don't have Macromedia Shockwave experience -- to dynamically create Test Prep CD-ROMs. The primary skills used were JSP, Director, and Roxio Toast.

PBI Media (May to Aug, 2002)

Designed and developed various web sites for this media conglomerate. A good example of my work is M3 Online.

Business Consulting

Provided consulting for domestic and foreign internet-related start-ups on issues ranging from cost estimation to decisions on whether to build or license software.

The Adrenaline Group, Inc., (Jan, 2000 to Jan, 2002)**Group Manager, Information Architecture (Jul, 2000 to Jan, 2002):**

Managed the Information Architecture practice, which ranged in size from 6 to 17 people. Hired and fired staff, ensured compliance with Adrenaline's standards, and supported professional development of the staff.

Senior Consultant, Information Architecture (Jan, 2000 to Jan, 2002):

Developed software for a variety of clients ranging in size from internet startups such as AnswerLogic to established large companies like Verisign. Analyzed potential users, developed prototypes to further clarify business requirements, and coded user interfaces. Managed project teams of 3 to 7 members. For some clients, such as the NASD, Analyzed their organization and operations in order to improve their processes so that they could deliver software better and faster.

Tutor.net.com, Inc., (Jul, 1999 to Jan, 2000)**Web Development Manager:**

Managed the web development staff, which ranged in size from 2 to 6 people. Implemented the CyberCash Merchant Connection Kit to allow for real-time online credit card processing. Managed technical relationships with partners. Developed HTML, client-side scripting, and graphics for the web-site.

UUCOM, Inc., (Aug, 1997 to Jul, 1999)**Consultant:**

Worked for private and public sector clients like CyberCash and the National Institute for Literacy. Developed online financial calculators in JavaScript. Developed CGI scripts to process the input from online loan applications. Designed and developed a variety of internet databases, all SQL compliant. Wrote CGI scripts in PERL to interface with those databases. Implemented and tested internet commerce related Java applets. Designed, developed, and implemented web sites with tools ranging from text editors such as vi to more advanced programs such as Allaire's HomeSite.

Independent Consultant (Nov, 1996 to Nov, 1998)**Titan Games (Mar, 1998 to Nov, 1998):**

Converted their inventory and customer databases to MySQL and developed a web front-end. Designed and implemented a shopping cart system. Designed and implemented a search engine for items in the inventory database. Redesigned their web-site.

Boeing (Jul, 1997 to Aug, 1997):

Designed, developed, and implemented web interfaces for FileMakerPro databases using Lasso tags. Designed and developed web pages for the Washington, DC office's intranet.

IBM, Internet Technologies Division (Mar, 1997 to Jun, 1997):

Automated FTP retrieval of data. Wrote PERL and UNIX shell scripts that converted the data into HTML format and indexed the data via the PLS search engine.

Gonyea & Associates' International Career Connection (Nov, 1996 to Dec, 1997):

Designed and developed the front-end of their site on America Online. Developed hybrid web browsers to display their internet content on the AOL platform. I consulted on advertising strategies.

America Online (Jul, 1994 to Nov, 1996)**Senior Producer, (Mar, 1996 to Nov, 1996):**

Designed, developed, and maintained online content areas within the Learning & Culture channel of AOL. Managed 3 producers who did the same. Developed and implemented a FileMakerPro database that tracked partner, project, and usage information. Trained members of my team on the current AOL production technologies.

Technical Training Coordinator, (Apr, 1995 to Mar, 1996):

Developed, taught, and managed trainers for Producer, Technical Producer, Web and Rainman Plus classes.

Rainman Beta Test Coordinator, (Jul, 1994 to Apr, 1995):

Managed the Rainman Plus beta test. Created and managed the ARC Help Desk and designed and supported the ARC, Rainman Plus Support, and VLA online areas.

Computer Sciences Corp. (Feb, 1993 to Jul, 1994)**Senior Technical Specialist:**

Worked on the Help Desk for AppleLink, Apple Computer's online service. Assisted users with technical, billing, and administration issues, concentrating on modem and software problem replication and resolution. Was shift supervisor for the Help Desk from 5pm to 8pm, daily. Consulted on user interface issues stemming from technical support problems.

Skills**Product Management**

I can effectively balance the needs of the business vs. the goals of the users, all within the constraints of the existing technology. I focus on bringing the product to market or learning as quickly as possible that it cannot be feasibly done.

Project Management

I can effectively balance available resources against the features requested and the time allotted. I understand that shipping a product that is good enough is better than wasting time in the pursuit of perfection.

Usability

I focus on presenting features to users. I pay attention to what users do rather than what they say. I also understand that there are times when the user's needs are not the top priority.

Technology

I have extensive experience with HTML, CSS, Javascript, JSP, Jakarta Struts, XML, XSLT, MySQL and PERL. I can install Linux and perform minor system administration tasks. I have been using the Mac since 1986. I have experience with most DTP packages, FileMakerPro, and MacOS 7 through X. I am an experienced user of all versions of Windows.

Gastronomy

I love food, everything from cheap Mexican to expensive French cuisine. On occasion, I have been known to eat prodigious quantities of food.

Education

Bachelor of Arts, The American University, 1987. Majored in International Studies, Minored in Computer System Applications.

Graduate studies, The American University, 1988–1990. International Economic Policy with a concentration in Latin America.