

Objective

Web site usability testing as Independent Contractor or flextime/part time hire.

Professional Profile

Presently self-employed in web site usability consulting. Industry reporter and columnist for usability and search engine marketing industries.

- Software Quality Assurance Testing
- HTML (hand code)
- CSS
- Search Engine Optimization
- User Interface Usability Testing
- Copywriting
- PhotoShop
- BaseCamp
- Test plan creation in MSWord
- Business Ownership
- Rational (IBM) QA software; ReqPro, ClearQuest
- Rational Unified Process
- Project Management
- Columnist/Writer
- Web Design
- Web Design Forums Founder
- Macromedia Dreamweaver MX

Professional Experience

Cre8pc.com, Perkasie, PA

1996 – Present

UsabilityEffect.com; Division

2004 - Present

Owner

Achievements:

- Established excellent reputation as a freelance professional search engine marketer
 - Usability consultant on book, *“Search Engine Optimization with PHP”*; listed in credits, 2007
 - Contributing writer for *“Search Marketing Standard”* on design topics, 2007
 - Launched UsabilityEffect.com, 2004
 - Founder and Administrator for Cre8asiteForums.com, 2002
 - Co-founded Cre8asite.net Directory, 2003
 - Launched the Cre8pc Usability and SEO Blog, 2002
 - Co-moderator for Small Business group in Yahoo, 1998 – 2002
 - Developed a self-study web site usability course for The Search Engine College, 2004
 - Speaker: Usability Workshop for High Rankings Search Engine Marketing Conference, 2004
 - Press reporter, Danny Sullivan and Jupiter Media Search Engine Strategies Conference, New York, March 2005
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- Publisher of two e-publications on usability and conversions

Responsibilities:

- Business owner, sole proprietor
- Web site usability and accessibility testing
- Applications Requirements documentation
- Shopping cart and forms functional testing
- Establishing Partner companies
- Requests for Quotes
- Referrals to search engine optimization and marketing companies
- Columnist for SEO/SEM and usability industries
- Industry book reviewer
- Forums administration for worldwide staff of site administrators and moderators
- Accounting

Verticalnet, Horsham, PA
January 2000 to May 2002

Quality Assurance User Interface Usability Engineer

Achievements:

- Promoted from User Interface Design Engineer to QA Testing UI
- Steered company towards scrapping unusable \$150,000 outsourced design
- Influential in many design decisions pertaining to end user satisfaction
- Mentored by Human Factors PhD. in web site human computer design
- Awarded company recognition for “*Outstanding Effort*” on the “Hermes” software testing project

Responsibilities:

- Software functional testing for Internet applications
- User interface quality assurance testing
- Writing test plans and test cases
- Documentation of all web site design user interface
- Quality assurance liaison to Project Management team
- Assist in design for 60 web sites
- Consult on search engine optimization

Unisys, Bluebell, PA
March, 1998 - January 2000

Web Designer (Contract position)

Responsibilities:

- HTML and graphics design for three global company Intranets
- Final reviewer before push to Production
- Documentation of Intranet web site guidelines
- Overall general web site maintenance

Boucher Communications, Fort Washington, PA
September 1996 – January 1998

Web Administrator

Responsibilities:

- Designed and maintained 13 web sites for High Tech and Vision Care industries
- Search engine optimization and submission to search engines and directories
- Handled banner placement and records tracking via Ad Juggler software
- Converted print publication content to web via Quark software
- Animated graphics

Education

Search Engine Strategies Conference, New York City, 2005

On-site Human Factors training, Verticalnet

On-site Software Quality Assurance Testing, Verticalnet

Delaware Valley College, Doylestown, PA
September 1992, WordPerfect Certification

Bucks County Community College, Newtown, PA
1979 – 1981, Journalism

Associations

Member, Usability Professionals Association

Member, Pennridge Chamber of Commerce

References

References are available upon request. Testimonials on my work are available on my web sites.