Seth L. Gordon. **–** g@gordy.com   SF, CA. Cell: 415-806-0226

Interaction Design Philosophy: "Design interactions that make it easier for users to do right than to do wrong."

PROFESSIONAL HIGHLIGHTS and SKILLS:

- **User Research**: Needs Definition, Inquiries, Task Analysis, Scenario / Persona Development, Usability Testing

- **Information Architecture**: Site Flow and Architecture, Page-level Schematics, Nomenclature, Content Organization/Categorization

DETAILED WORK EXPERIENCE:

Independent - User Research / Information Architecture   *Summer 2001 – Current*

All of the user research activities have lead to structural and information architecture related recommendations.
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Engagement highlights:

Yahoo / Overture Local Search – Planning and execution of research on location based search tools. Recommendations included design conventions to improve effectiveness of results presentation.

Yahoo Search & Marketplace **– Findability and user search strategies.** Working with internal team members and 3rd party research to form hypothesis regarding user information acquisition processes. Development of multi-tiered strategy to test the hypothesis and better under the information acquisition model

Yahoo Autos **–** Planning and execution of research based on the RITE method. Work with outside vendors to establish research plan to benchmark Autos site performance.

Organic **–** Symantec.com – Information Architecture and usability testing for Symantec.com and symantecstore.com

AOL - Media – Planning and execution of user research (contextual and laboratory) for media applications including Winamp, Spinner, and in-development applications.

Yahoo - Listings – Planning and execution of usability evaluation for advertising related product. Contributed to department research on user behavior and research approaches.

Nielsen Norman Group (nngroup.com) – Planning and execution of 15 respondent usability evaluations for GE.com

> Quote from Jakob Nielsen: "Seth: Thank you very much for the fast turn-around on the report. I thought it was great and only made a few smaller modifications."

Razorfish (razorfish.com) – Genentech - User research and IA lead for Thought Leader Extranet Project value over $1m

Fresh Direct (freshdirect.com) – Planned, executed, and reported on monthly usability evaluations involving over 40 respondents and 60+ hours of testing.

User Research Practice Lead / Usability Lab Director – ZEFER. NY,NY   *Feb. 2000 – Summer 2001*

At its peak, ZEFER was an internet consulting company with 900 employees and annual revenues of $100m.

Description. Define and improve delivery capabilities of the Experience Design competency.

- Responsible for the build out and operation of the NY *Usability Lab* (800 square foot combination usability lab/training facility). Help plan installation of similar facilities in other offices.
- Serve as an enterprise-wide resource (steward) to participate in delivery of key projects across the organization, including the 2 largest projects in NYC and the second largest in Boston. $3m + engagements
- Enhance and launch methodologies for disciplines that drive the delivery of User Experience, in particular customer research (user/task analysis, scenario development, usability testing) and information architecture. Also discuss branding implications of these decisions.

When working on client delivery projects, common issues I address are:

- Performing user research, usability testing, user and task analysis, and card sorting
- Generating, prioritizating, and sequencing of project options
- Establishing resource plans to deliver on time, on budget projects while maintaining team and client sanity

Director of Usability - USWeb/CKS (became marchFIRST). Bethesda, MD.   *Aug. 1998 – Feb. 2000*
At its peak, marchfirst had $1b in annual revenues and 9,000 global employees.

Responsibilities: Created the first Usability department in the company. Defined methodology of the Creative department. Ensured the sites we launch meet both our client goals and user expectations. To test these goals, paper prototypes and live websites were evaluated using heuristic walkthroughs, individual interviews, task analysis, contextual inquiry, and focus groups. Results were used to formulate recommendations on content prioritization, information architecture, process flow, and help/navigation text.

Co-Founder (DC office**). Director, Business Development –** USWeb D.C. Bethesda, MD *Nov. 1996 – July 1998*
Office grew from 4 to over 150+ employees. Company operated 1st three months from the basement of my house. Expanded from run rate of $1,000 monthly to well over $1,000,000+ per month in 1999.

Responsibilities: Consult with clients to determine effective Internet strategies for their businesses. Manage relationships with clients. Advise on commerce solutions, community building, site promotion, and emerging industry trends. Write proposals, project requirements and implementation plans. Manage the entire development process including resource allocation, budgets, schedules, and implementation. Key client wins: *National Geographic (3 engagements),CIENA*, *Mortgage Bankers Association of America, Air National Guard*

Internet Developer- Discovery Channel Online Bethesda, MD   *May 1996 – Dec. 1996*
Responsibilities: Lead HTML developer for redesign of 7000 page site. Build HTML under deadlines for daily publication. Work closely with graphic artists and designers to translate their layout concepts into live Web sites.

Webmaster- American University Washington, DC   *September 1995 – May 1996*
Responsibilities: Define content organization (Information Architecture). Deal with day to day content and policy issues. Worked to make departmental websites consistent with the American.edu visual style guide.

Assistant Computer Lab Manager- American University Washington, DC   *September 1990 – May 1996*
Responsibilities: Foster an efficient and productive work environment for students and faculty members using electronic teaching facilities in the largest computer lab on campus, serving 7000+ user hours per month. Structure and teach hardware and software training program for over 120 employees of varying skill levels. Field user questions from the help desk about PC and Macintosh computers.

Significant Client Consulting Engagements (total project value exceeding $1m)

- *AltaVista (av.com)* – 2 extensive 3 day evaluations.
- *Citibank* – plan and execute user research and usability testing for global relationship client site.
- *Shop@AOL.com* - Test plan development, execution, and findings assessment.
- *Travel@AOL.com* - Test plan development and findings assessment.
- *Genentech* – Stakeholder interviews, user research, and information architecture for Thought Leader Extranet
- *HQ Global Workspaces* – Lead contextual interviews with over 80 respondents in 6 locations. Usability testing.
- **Symantec.com + symantecstore.com –** IA and user research for global site and Digital River storefront
- *USAirways.com* - Test plan development and evaluation of paper-prototype and design comps.

- **USAToday.com** - Test question development , execution, and findings assessment. Focus groups on brand.
- **Williams Sonoma** – Heuristic Inspection.
- **Wingspan / Bank One** - Preparation and execution of 2 usability evaluations and behavioral observations.

CONFERENCES and WRITINGS:

Conference Presentations and Tutorials:
- ASIS. Selling the Deliverable – Presenting IA to Clients. April, 2003. Portland, OR..
- Harvard Business School Cyberposium. *Presentation*. User Research – How to. March 2001. Boston, MA.
- CNET Builder.com. *Presentation*: User Research – Why, When, and How. December 2000. New Orleans, LA.
- EdevCon. *Panelist*. The Bleeding Edge of Wireless. December 2000. New Orleans, LA.
- Information Architecture 2000 (Argus): *Panel* - IA in a Wireless World. October 2000. La Jolla, CA
- WebDC – Improving the Experience of E-commerce Sites. August 2000. Washington, DC.
- American Society for Information Sciences and Technology (ASIS&T) – Practicing Information Architecture:
- American Society for Information Sciences: Defining Information Architecture. April, 2000. Boston, MA.
- Webdesign 2000 - Key Note "Improving the User Experience of E-commerce sites". March 2000. Australia.
- CNET Builder.com Make Your e-commerce Site Shoppable. December 1999. New Orleans, LA.

Interviews and Profiles:
- Argus Center for Information Architecture – People Profile
- ASIS Bulletin. *Interview*. Information Architecture Practice – Seth Gordon.
- CNet Ask the Expert - Careers in Experience Design.
- Profiled on CNET as one of 6 real life web builders: Seth Gordon, Director of Usability. Knowing What Works.

Published Writings:
General
- Mass High Tech Magazine - Building Teams that Can get the Job Done. June, 2000.

BOXES and ARROWS:
- Consolidated Assessment: Integrated User Research. October, 2002

CNET:
- Feature article (paid) – Improving the User Experience of e-commerce Sites.
- Feature article (paid) - User Testing: How to Plan, Execute, and Report on a Usability Evaluation.
- 2 Critiques of the week – Ebags and Etoys. Article Biography

ZDNet – Shoppers of the World Unite: User Experience and Ecommerce- March '00
Forrester - Contributor to 'Why Most B-to-B Sites Fail', December 1999.

Judging and Selection:
- Webby Awards: Commerce Category Chair 02-04. Commerce Nominating Judge ' 01, '00.
- Webby Awards, Business awards. Nominating judge. '04
- ASIS&T. *Program Selection Committee*. 2003 (Portland) and 2001 (San Francisco).
- CLIO Awards '01: *Judge*
- South by Southwest Conference and Festival. *Judge and Panelist*. March 2001. Austin, TX.
- Webdesign 2000 – Chairman of Judges, Student web design competition. March 2000.

EDUCATION:

MS, Information Systems. Concentration: *Human Factors*   *May 1996*
American University, Washington, DC   GPA: 3.9/4.0
Graduate Fellowship

BS, Business Administration. Concentration: *International Marketing*
American University, Washington, DC

Ask me about. . .

Restoring mechanical office machinery, pursuit of live music, national parks, mountain biking, ebay, Peter Max artwork.