

SUMMARY

Tyler Havener is a veteran creative and technical analyst in Portland, Oregon, with over 15 years of agency-level experience driving digital strategy and design across healthcare, government, food manufacturing, travel / hospitality, and information technology.

Specialties

- User Experience Process and Methodology
- Information and User-Interface Architecture
- Creative Leadership
- Product Strategy
- Branding / Communications Strategy
- Mobile / SaaS Development

EDUCATION

Portland State University
B.S., [Graphic Design](#) (2001)

Clark College
A.A., [Computer Science](#) (1995)

CERTIFICATIONS

Scrum Alliance
CSPO, [Certified Scrum Product Owner](#) (2013)

KEY BRANDS

- Discovery Channel
- MercyCorps
- Wacom Technology
- CD Baby
- NOAA (National Oceanic and Atmospheric Administration)
- PeaceHealth
- DOI (Department of the Interior)
- Portland State University

KEY COMPETENCIES

UX, BUSINESS, MANAGEMENT

	Proficiency / Experience	
User Experience Design	Expert	9 yrs
Information Architecture	Expert	9 yrs
Digital Strategy	Expert	7 yrs
Proposal Writing	Expert	7 yrs
Account Management	Advanced	10 yrs
UX Research	Advanced	7 yrs
Business Analysis	Advanced	7 yrs
Project Management	Advanced	7 yrs
Business Process Design	Advanced	5 yrs

CREATIVE

	Proficiency / Experience	
User Interface Design	Expert	9 yrs
Interaction Design	Expert	9 yrs
Copywriting	Expert	8 yrs
Art Direction	Expert	8 yrs
Balsamiq Mockups	Expert	3 yrs
Photography	Advanced	19 yrs
Adobe Creative Suite	Advanced	12 yrs
Copy Editing / Proofreading	Advanced	8 yrs
Graphic Design	Intermediate	13 yrs
Creative Writing	Intermediate	4 yrs

TECHNICAL

	Proficiency / Experience	
Web Development	Expert	11 yrs
Basecamp	Expert	6 yrs
Subversion	Expert	5 yrs
xHTML, CSS	Advanced	12 yrs
Technical Writing	Advanced	10 yrs
Axure	Advanced	2 yrs
JavaScript Frameworks	Advanced	7 yrs
Agile / Scrum	Advanced	4 yrs
Visio / OmniGraffle	Advanced	3 yrs
C, PHP, JavaScript, SQL	Intermediate	12 yrs
Software Product Mgmt.	Intermediate	9 yrs
MVC, OOP, RegEx	Intermediate	7 yrs

View additional qualifications on LinkedIn.



<http://linkd.in/tylerhavener>

KEY PROJECTS

MercyCorps Gifts

METAL TOAD MEDIA (Jul. '12 - Aug. '12)

Client: MercyCorps

Client and product strategy, account management and solutions guidance with implementation team for a redesign of MercyCorps' online donation service.

Data Tracking UI

SOLEA SOLUTIONS (Dec. '12 - Sep. '13)

Client: NOAA

Developed IA/UX standards and style guides for NOAA project data tracking tool. Executed information architecture and navigation design using Axure. Co-developed user acceptance testing guidelines. Rapid iteration of mockups to coincide with changing requirements.

CMS Theme Framework

CD BABY (Aug. '10 - Jan. '11)

Designed asset and markup framework for custom SaaS CMS, enabling thousands of users to change the look and feel of their individual microsites. Involved proprietary configuration scheme, HTML / CSS style guides, procedures for independent designers to author new themes, custom tools for ingesting and validating submissions, and preview visualization tools for contributors and end-users.

Web 2.0 Photo Gallery

EFFICIENT PROCESS (Apr. '07 - Jul. '07)

Client: Campbell Salgado

Developed custom JavaScript-based photo gallery using the Mootools framework, and integrated with API photo-sharing site SmugMug. Featured unobtrusive design patterns, DOM manipulation, and view state management.

Google Maps Location Picker

EFFICIENT PROCESS (Feb. '07 - Mar. '07)

Client: TVnetco

Designed interactive interface for "ground truth" teams to record door-step accurate GPS coordinates of travel hospitality establishments, with fallback to geocoded best-guess coordinates. Included systems integration between Google Maps API and custom CMS.

UX Redesign

EFFICIENT PROCESS (Dec. '13 - May '14)

Client: SupplementReviews.com

Developed UX process, user surveys, content inventories, personas, task flows, and journey maps. Conducted in-person user interviews for persona validation. Ongoing analysis of collected data and extensive wire-frame design.

Social Media Integration

CD BABY (Oct. '09 - Jun. '11)

Designed and developed Facebook and Twitter integration within custom CMS serving over 10,000 musicians. Designed process flows and interface behavior for OAuth authentication, permissions, and remote user content publishing workflow using jQuery. Authored user help documentation and feature demonstration content.

Project PigFarm (codename)

EFFICIENT PROCESS (May '12 - Aug. '12)

Client: Zilfi Group

Planned and designed complete mobile interface for a realtime mobile, geospatial activity tracking app focused on nightlife and entertainment. Provided chief product ideation and strategy. Developed social and interface interaction patterns, wire-frame mockups, and clickable prototypes.

E-commerce Storefront

EFFICIENT PROCESS (Apr. '07 - Aug. '07)

Client: Terrestrial Records

Implemented electronic shopping cart software into existing website, with real-time inventory and shipping management and on-site SSL check-out process. Designed and integrated templates, order workflow, and product listings. Wrote all product descriptions.

Website

RESONANT MEDIA (May '07 - Aug. '07)

Client: Terrestrial Records

Designed richly layered table-less graphic user-interface and website for independent record label, featuring standards-compliant XHTML / CSS content engine integrated with company project management system.

Travel and Hospitality Portal

EFFICIENT PROCESS (Apr. '06 - Jul. '07)

Client: TVnetco

Built multi-website travel and hospitality portal covering destinations from Hawaii and the midwestern United States, to Italy. Provisioned hosting platform; coded custom dynamic CMS in PHP and XHTML; designed user interface, content taxonomies, and community-managed features (e.g. customer reviews, quality ratings, photography, videos, virtual tours); authored and search optimized all content.

Amenity UI

EFFICIENT PROCESS (Jun. '06 - Jun. '06)

Client: TVnetco

Designed unique interactive interface for comparison of travel and hospitality amenities on a destination web portal. Included database architecture, standards-compliant XHTML/CSS, unobtrusive JavaScript view states, custom iconography, and cross-browser compatibility.

Website Platform Overhaul

EFFICIENT PROCESS (Aug. '08 - Oct. '08)

Client: Bergstrom Nutrition

Converted flagship Bergstrom Nutrition web properties from static HTML to dynamic PHP-driven framework, tightening markup and CSS to improve visual consistency and code manageability. Integrated Google Site Search and incorporated site assets into version control system.

Website

RESONANT MEDIA (Feb. '07 - Jul. '07)

Client: Campbell Salgado Studio

Designed richly-styled website with custom photo gallery and blog. Integrated fully table-less XHTML/CSS, cross-browser compatible layout with third-party content services Smugmug and Basecamp. Managed all new feature development, and wrote all marketing copy.

View a full list of projects on LinkedIn.



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PROFESSIONAL HISTORY

IA / UX Architect (contract, December 2013 – present)

SUPPLEMENT REVIEWS — San Francisco Bay Area; leading online dietary supplementation community

Provide IA/UX process guidance, user research, product strategy, wire-frame mockup design, and team leadership for website serving 2M page views, 500K unique users per month.

Member, Board of Advisors (May 2011 – present)

RESONANT MEDIA — Vancouver, WA; creative development agency

Member, Board of Advisors (June 2011 – present)

EFFICIENT PROCESS — Vancouver, WA; digital strategy and UX consultancy

IA / UX Architect, Strategist (November 2012 – December 2013)

SOLEA SOLUTIONS — Portland, OR; governmental BI and portal platform development contractor

Developed IA / UX production processes, led client requirements-gathering and interface strategy sessions, documented and designed information models and UI wire-frames for software applications based on the Liferay Portal platform. Clients include: Department of the Interior, NOAA

Digital Strategist (contract, August 2012 – July 2013)

ANNE ARRUNDEL MEDICAL CENTER — Annapolis, MD; hospital / health care system

Identified organizational user personas and conducted focus groups for acquisition of enterprise content management systems.

Business Analyst (contract, March 2012 – October 2012)

AMERICAN DREAM LANDS — Flagstaff, AZ; real estate investment firm

Evaluated and architected software systems for automated bulk mailings and streamlined communication.

Product Manager, UI Designer (contract, May 2012 – August 2012)

ZILFI GROUP — Portland, OR; social entertainment startup

Led product development and launch strategy for mobile software product; implemented UI designs for unreleased nightlife application.

Digital Strategist (April 2012 – August 2012)

METAL TOAD MEDIA — Portland, OR; web development agency

Account acquisition and strategic project facilitation for Drupal-centric web development agency. Recruited technical talent. Clients include: MercyCorps, InFocus, American Banker's Association, and Linux Foundation.

Creative Director (May 2006 – June 2012)

RESONANT MEDIA — Vancouver, WA; creative development agency

Chief copywriter and design lead on agency brand, design, and content accounts.

Sr. Solutions Strategist (May 2009 – June 2012)

EFFICIENT PROCESS — Vancouver, WA; digital strategy and UX consultancy

Chief consultant on business process, web development, and information technology engagements.

PROFESSIONAL HISTORY (CONTINUED)

Project Mgmt. Consultant (contract, February 2011 – July 2011)

AAMC — Annapolis, MD; nonprofit; 1001-5000 employees; hospital & health care industry

Assisted in acquisition and training for creative project management software. Coached creative staff on work processes and career direction.

Web Software Developer (contract, November 2009 – March 2011)

CD BABY — Portland, OR; privately held; 51-200 employees; music industry

Developed software systems and social media integration interfaces for SaaS web hosting platform.

Project Mgmt. Consultant (contract, October 2009 – May 2010)

PEACEHEALTH — Vancouver, WA; nonprofit; 10,001+ employees; healthcare industry

Evaluated creative resource proficiencies for health system marketing department; assisted in acquisition and training for creative project management software; facilitated team reorganization. Advocated for technology needs with internal IT and management groups.

Network Engineer (June 1994 – May 2009)

EFFICIENT PROCESS — Vancouver, WA; digital strategy and UX consultancy

Conducted network and systems configuration for small and medium-size businesses. Facilitated management and support of desktop workstations and software.

Tester, Technology Evangelist (contract, January 1999 – February 2007)

WACOM TECHNOLOGY — Vancouver, WA; privately held; 501-1000 employees; computer hardware industry

Tested and evaluated new product prototypes. Represented company at national tradeshow events (Seybold, Macworld). Contributed to creative development of national marketing and advertising campaigns.

Designer / Developer (March 2003 – March 2006)

RESONANT MEDIA — Vancouver, WA; creative development agency

Designed graphics, websites, and user interfaces for photography and travel / hospitality clients. Authored content and performed SEO for key SEM initiatives.

Graphic Designer (internship, June 2000 – September 2000)

DOWNSTREAM — Portland, OR; privately held; 11-50 employees; design industry

Performed Adobe After Effects compositing for broadcast television. Assisted design and sound engineering groups with graphic design and audio post-production. Assisted control room with tape asset management and organization. Clients include: Discovery Channel, Yourjobs.com, AT&T.

Product Support Specialist (February 1996 – September 1999)

WACOM TECHNOLOGY — Vancouver, WA; privately held; 501-1000 employees; computer hardware industry

Supported end-users via telephone and email, resulting in reduced customer callback rates. Provided QA to product software and hardware development. Authored support documentation resulting in reduced overall customer call volume.

View full employment history on LinkedIn (e.g. older employment history, unrelated contracts).



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