

PAUL REINHART
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SENIOR USER EXPERIENCE DESIGNER / MANAGER with a broad, deep and creative set of product management, brand and marketing communications skills.

More than 12 years end-to-end experience creating successful and innovative software products for Fortune 500 companies and startups. Extensive qualifications in US, product management, brand, marketing communications, and design. Thinks very analytically, creatively and strategically about software, marketing, and business issues. Takes ownership of creating cross-functional, cross-organizational teams with customers to identify, prioritize, and design solutions. Creates effective written requirements, multi-media presentations, issue papers, and web content that define a product vision and roadmap. Has demonstrated expertise as a very senior strategic thinker with ability to interact with high-level contacts, both internal and external to the company. Expertise includes:

- UX Management
- Information Architecture
- Product Management
- Brand Development
- Creative Direction
- Marketing Communication
- Business Strategy

INTERNET AND SOFTWARE WORK EXPERIENCE

RocketBux Technologies

Product Development _ Contract 2009

RocketBux is a mobile payments and communications platform.

Scope includes:

- Product Roadmap Development.
- User Experience.

NOKIA OVI Share

UXPM Contractor 2009

Development of a new website for NOKIA OVI Share Service

Scope includes:

- Team Management _ Agile.
- Documentation including UX Specifications.

Amazon Payments

Product / UX Design Manager Contractor 2008

Amazon Payments is new service offered by Amazon which includes, online checkout, text pay, text buy and other online and mobile payment services. The project centers on the launch of the site that will introduce the product to the market. Scope includes:

- Market and user research, persona/scenario development and requirements documentation.
- UX design and site development team management.

Café "X"

Product / UX Manager 2007

Café “X” is a venture incubator project incorporating social networking sites and a network of physical cafes focused on accelerating the adoption of sustainable/green solutions. Accomplishments include:

- Market analysis of “green” online and physical café markets.
- Conceptual UX, content and technical design of three targeted social networking sites and mobile solutions focused on tight integration of content and social networking tools, and collaborative end user design of “green” products and services.
- Conceptual design of physical café network.
- Strategy and development roadmap documents for external partners.
- Feasibility and financing analysis and packaging.

ScreenPlay

Creative Product / UX Design Manager 2005 - 2006

ScreenPlay is a provider of internet distributed video content and meta data. Accomplishments include:

- Competitive analysis and positioning of company within broadband content management space.
- Mission, strategy and execution roadmap documents for internal and external partners.
- Brand strategies for overall company and subset 1st generation products and services.
- Brand execution including names, visual ID, and voice.
- End to end / go to market development of marketing and sales print materials, demos, and web sites.
- UX and technical development of content management platform.
- Traditional and non-traditional marketing strategies.
- Internal delivery processes in support new product and service standards.

InfoSpace _ Viral Marketing

Product / UX Design Manager 2004

InfoSpace is an international search and wireless solutions provider. Accomplishments include:

- Benchmark study of viral marketing approaches to support core search products.
- Program objectives, specifications and success metrics.
- Conceptual, UX and technical design and development of virally distributed rich media vertical search products.
- Unique search algorithms and pull based advertising results.
- Testing and iterative development of subsequent releases.
- ROI analysis

Microsoft _ Global Support CRM

UX Design Manager (MSFT Contractor) 2003

MS Project Metropolis Objective: Integration of 10+ separate customer service applications within Microsoft.Net / Winform architecture. Accomplishments include:

- End user research, testing and coordination with international support group partners.
- Internal team project packaging and marketing to generate excitement for the project.
- Generation of use cases and scenarios.
- Close coordination with testing, architecture, PM's and development for fast prototyping of low and high resolution UX.
- Deductive and inductive UX strategies based on discreet target users.
- Unique UX elements and approaches based on .NET / Winform functionality.
- Development of UX Style Guide including architectures, use cases, styles, nomenclature and functionality.

Worldstream

Product / UX Design Manager / VP Creative and Production Services 2000 - 2002

WorldStream provided fortune 500 companies with social networking products and services. Accomplishments include:

- Competitive analysis and position of company within streaming and social networking space.
- Strategic roadmap documents for internal and external partners.
- User requirements and UX of both authoring and end user interfaces of social networking products including

environments for streaming, forums, chat, polls and quizzes.

- Incremental – software as service – UX improvements based on end user feedback.
- Production of live streamed interactive communications events.
- Brand strategy and execution for overall company and targeted products and services.
- End to end marketing and sales print materials, demos, web sites and training materials.
- Establishment of Creative & Production Services group and internal delivery processes in support of product and service standards.

Girvin Branding & Design

Director of Online, Interactive, Film & Television 1999 - 2000

Girvin Branding & Design is a branding and design firm serving major international corporations, with offices in the US and Europe. Accomplishments include:

- UX for integrated film, interactive and online initiatives for consumer product, technology and institutional clients.
- High impact communication packages to promote product concepts to internal and external audiences.
- Proctor and Gamble R&D project focused on the use of social networking tools as the basis of end user creation of consumer products.
- Wells Fargo corporate wide brand portal site to evangelize brand values and specifications and to provide feedback from Wells Fargo employees.
- Development of online brand and marketing/sales strategies to improve 1:1/permission based relationship development .
- Development of staff and process improvements.

XSI Media

President & Executive Producer 1996 - 1998

XSI Media produced film, television, interactive and internet based products. Accomplishments include:

- Microsoft 1st generation online communities in VR environments including CarPoint, Cinemania, and Lava Love Lounge.
- Microsoft primary vendor for new product launch presentation materials for internal and external audiences.
- Film, CD and internet products for film studios, consumer product, technology and institutional clients.
- Establishment of staff and process improvements.

RELATED CREATIVE PRODUCT DEVELOPMENT EXPERIENCE SUMMARY (Detail project descriptions at www.paulreinhart.com)

Creative Product Management _ Retail and Real Estate Development 1983 - 2005

From 1984 – 2005 responsible for the conceptual development and execution of various retail and commercial real estate projects

Typical scope responsibilities included:

- Market research
- Market positioning
- Feasibility analysis
- Project conceptual development.
- Program development.
- Development team management.
- Branding
- Marketing
- Packaging

Representative accomplishments include:

- Starbucks Caffe Emporio _ a conceptual prototype store of the future.

- Pallino Pastaria _ a chain of quick serve Italian restaurants.
- Tutta Rosa _ a chain of floral shops.
- Avia _ a mixed use commercial development associated with an international airport.
- Redmond Town Center and Severence Center _ regional shopping sites.
- Gresham Civic Center _ A sustainable village concept for an area around a light rail station in Portland, Oregon.
- Fisherman's Terminal _ A mixed use development.

Chief Creative Officer / Co-Founder Interdisciplinary Design Firm 1972 - 1982

Ilium Associates is an internationally recognized interdisciplinary marketing and design firm focused primarily on the transportation sector.

As Creative Director managed and directed a forty person staff involved in marketing communications, design, architecture, urban design, branding, film, radio, television, print and industrial design.

Representative accomplishments include:

- Seattle, St.Louis, San Antonio, Memphis, San Diego, Portland, NE Corridor transit systems user experience, branding, industrial design, information architecture and marketing communications packages.
- Portland Transit Mall_ a 22 block transit information system including static graphics, real time information and interactive kiosks.
- US Department of Transportation R&D _ an international research project focused on urban transportation qualitative and quantitative information, user experience, way finding, information architecture and semantics.

ACADEMIC

MA Architecture and Urban Design: University of Washington

BA Product & Environmental Design: University of Sophia Tokyo & Evergreen State College

SKILLS

Core Job Titles; Creative Director, Product Manager, Development Director, UX Manager, Program Manager

Process Skills; Waterfall, RAD, Extreme, Scrum, UML.

Codes, Scripts + : Understanding of computer science fundamentals, familiarity with CSS, HTML, Java Script, SQL

Design Software: Familiarity with Dreamweaver, Photoshop / Illustrator, Avid, Flash.

Domains; CRM, Social Networks, Commerce, Streaming

Office Software; Office Package, Project, Visio