

C. Chase Taylor

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WORK EXPERIENCE:

WhitePages.com Inc., Seattle, WA

Information Architect

Winter 2007 - Present

- Champion the end-user needs on all new product decisions by interpreting usability testing results, research and web analytics, and applying these to task models, conceptual models and user flows.
- Write detailed user interface specifications illustrating user flows and interaction requirements for reference during Graphic Design, Development and Quality Assurance.
- Redesigned an eCommerce account center and product download interface to better align with marketing goals and also achieve a greatly streamlined user experience.
- Create holistic user-centered product designs to achieve business goals by incorporating conceptual models, usability research, and graphic design.
- Designed multiple new feature offerings utilizing the Microsoft Virtual Earth mapping platform combined to display both internal and external data sets.

Program/Product Manager

Fall 2004 – Winter 2007

- Oversee new products and features through the entire development life cycle from inception to engineering and post-launch, on WhitePages.com, 411.com and numerous partner sites including MSN White Pages, Verizon SuperPages.com, and YellowPages.com.
- Maintain a balance of usability in addition to revenue generation on all new product decisions by incorporating feedback from usability research, focus groups and external reviews.
- Write detailed functional specification documents based on business goals, product design, and technical constraints, which are used for reference throughout the project life cycle by Development and Quality Assurance.
- Designed and launched a number of successful new products including a self-publishing system for a large partner site, a redesigned partner affiliate system, and numerous website redesigns.
- Coordinated the entire redesign of a co-branded template framework to allow greater flexibility and customizations to meet changing business goals, as well as moving toward web standards.
- Assist in creating high-level business requirements and revenue models for new projects from Business Development, Marketing, and Sales teams, while considering existing website architecture, design and business models.

Index Publishing, *The Stranger*, Seattle, WA

Fall 2002 – Spring 2004

Webmaster and Graphics Administrator

- Updated and maintained all content, images, and advertisements on the website for Seattle's alternative weekly newspaper, *The Stranger*, and sister paper, *The Portland Mercury*.
- Designed, launched and maintained a successful, high-traffic, niche website using a content management system, allowing for regular updates with new content.
- Implemented a number of custom-written and designed tools to allow the marketing team to dynamically update event listings via an Admin interface.
- Led the early stages of a full website redesign, gathering business requirements, designing new navigation structures and coordinating with art direction.
- Supported design, production and editorial staff on a variety of pre-press, layout and graphics applications.

Wyeth Pharmaceuticals, West Greenwich, RI

Fall 2001 – Summer 2002

Web Designer/Developer/Administrator

- Designed and implemented a website to access secured copies of process documents for contractors to prepare a new manufacturing plant in Ireland.
- Maintained the website with up-to-date materials and administered changes.

Brown University Multimedia Lab, Providence, RI

Spring 2000 – Spring 2001

Computer Lab Consultant/Teaching Assistant

- Assisted students and professors in various aspects of multimedia projects using graphics software, and digital video hardware in the multimedia computer lab.

TECHNICAL SKILLS:

Software: Microsoft Word, Excel, PowerPoint, Visio, Project, Adobe Photoshop, Illustrator, Premiere, Indesign, ImageReady, Final Cut Pro, Macromedia Dreamweaver, Shockwave/Director

Languages: HTML, XHTML, XML, CSS, PHP, MySQL, Javascript

Systems: IBM PC, Windows 98, NT, 2000, XP, Mac OS X, Linux and Unix

EDUCATION:

Bachelor of Arts in Visual Art, 2001

- Focus on Multimedia, New Media, and Computer Art

Brown University, Providence, RI

General Studies, 1997 – 1998

Trinity College, Hartford, CT