



Matthew Falzone

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Online Resume: <http://www.p-mm.com/res>

Expertise:

- 6 years in the User Experience field
- Started 2 social networking companies
- 6 years in mobile design. development and strategy
- 5 years in the traditional/online gambling market
- 10 years of management experience
- 8 years experience with print and online advertising as well as relevant technologies
- 9 years marketing experience including events, newsletter campaigns, user acquisition and retention (CRM) and promotions
- 6 years of Project/Product management of technical, graphical and strategic resources and projects
- 4 years of corporate experience in finance and online trading
- 5 years of editorial experience including: print, online and streaming (multi) media
- Produced, designed and developed 6 Content Management Systems
- Experience leading projects involving international affiliates and development teams
- Experience with mergers and acquisitions of other companies
- Vendor and product research as well as contract negotiations
- Strong problem solving, communication and documentation skills
- Strong background in technology, design and business and how they interoperate
- Expertise in project/product driven models such as Agile, Scrum, waterfall and XP

Development:

- HTML 4, 5
- CSS 2, 3
- JavaScript
- AJAX frameworks and stand alone code
- XML
- XSLT
- JSP
- JSTL
- PHP
- Ruby/Rails
- ASP(X)
- ActionScript
- WPF

Software:

- Expression Blend
- Balsamic
- Axure
- Morea
- Oracle BI
- SalesFroce
- Microsoft Office suite
- Adobe design suite
- Flash
- Flex
- Silverlight
- After Effects
- Maya
- 3D Studio Max
- Developing for all browsers (IE, Chrome, FireFox, Safari, Opera...)

Experience:

Position: User Experience Manager, Interactive Art Director

Date: November 2010 – Present

Company: IGT

Report to: VP, Product

Job summary: One of the fun challenges of this position was building a department from the ground up. Putting together job descriptions, budget, processes, design pattern libraries, designing the testing lab, recruiting... I have been very fortunate to be able to shape and build out all facets of the department.

Staff includes experience architects, interaction designers, graphic and web designers, user researchers and testers as well as developers. We work on a large cross section of products and platforms including online, mobile, tablet, thin/thick clients, social/casual/gambling/for fun games and systems as well as the administrative systems for them. Each offering must be localized and take into account different global markets currently focusing on US, UK, China, Canada and South America. This is a very "hands on" role.

Responsibilities include:

- Leading & collaborating with a multi-disciplinary design team for user experience planning & development
- Responsible for the creation & execution of strong interaction design & visual design principles
- Facilitating dialog around end-user requirements and business requirements
- Guiding clients through key design engagements
- Driving user research
- Researching UX and technology trends
- Low and hi-fidelity prototyping

Position: User Interface/UX Architect, Supervisor, Interactive Art Director

Date: January 2009 – November 2010

Company: IGT

Report to: VP, Product

Job summary: IGT is an international company that is the industry leader in gaming and gaming machines. They acquired my previous company WagerWorks 3 years ago and had the need for more online and thin client expertise across their current and future products. I educated them on the value of UX leading to great ROI and planned a strategy and methodology for making it a key part of the company. My first project was creating the requirements, doing market research, designing, architecting, prototyping and usability testing for our first product suite for China. This included and service driven administrative framework and UI, thin client gaming terminals and the applications and software running on those terminals.

Responsibilities include:

- Requirements creation and wire framing
- Customer profiling, surveying and research
- Developing interaction models and conceptual frameworks
- Exploring new business opportunities and ways to execute them
- Art Direct internal projects, marketing, branding and customer site development
- Develop prototypes and skunk work projects
- Application Development and planning utilizing: WebLogic 9x, Oracle, Informix, JSP, JML, JSML, Struts, Tiles, XML, XSL, XHTML, HTML, Ajax, JavaScript, DHTML, CSS, Flash, AIR, Flex and Silverlight
- Design using Photoshop, Illustrator, Visio, Azure, Expression Blend and Flash
- Supervising a team of developers, graphic designers and interaction designers

Position: UX Architect and Senior Developer

Date: June 2008 – September 2008

Company: Macy's.com

Report to: Web Development Manager

Job summary: Macy's is one of the premier retailers in the world. I started out doing a small project for a friend there to redo their product description pages using Ajax and Flash to tie into their Scene7 image repository. This turned into a longer part time project to build new terminal software for them that would allow clerks in all of their stores to search for and buy product off of the website of from the main warehouse for customers. This was built using Java, Spring, Tiles, JSTL, JavaScript, Ajax, SOAP and CSS and had to be completely keyboard driven using custom keys that they had on their terminals.

Responsibilities included:

- Use Flash, Ajax and Scene7 to improve the online product description pages
- Lead the UI development of new terminal applications to improve revenue

- HCI
- Defining standards and best practices
- Application Development utilizing: Java, Spring, Tiles, JSTL, JavaScript, Ajax, SOAP and CSS
- Technical Documentation

Position: Manager of Web Development

Date: April 2006 – January 2009

Company: WagerWorks

Report to: VP, Product

Job summary: WagerWorks established itself as the premier online casinos gaming supplier. With the demand for their services rapidly expanding, they hired me to help streamline their current code base for quick replication, assist building out new sites and help mentor their development team. After a short consulting stint they asked me to take over their web development department.

Responsibilities included:

- Requirements planning
- Introduced UX and Agile drive product development
- Mentor their design and development teams
- Art direct internal projects, marketing, branding and customer site development
- Create design, development and brand guidelines
- Manage a team including QA, developers, designers and a project coordinator
- Develop a Web 2.0 framework for all of their sites
- Application Development and planning utilizing: WebLogic 9x, Oracle, Informix, JSP, JML, JSML, Struts, Tiles, XML, XSL, XHTML, HTML, Ajax, JavaScript, DHTML, CSS, Flash, AIR, Flex and Silverlight

Position: Senior Web Developer

Date: September 2006 - October 2006

Company: Punchcut

Report to: Marketing and Brand Director

Job summary: Punchcut is a user interface design and development company that specializes in improving mobile user experience. I was brought in to help get one of their projects, Disney's Virtual Magic Kingdom, completed. This was an extremely challenging and fun project built in Tea, a proprietary Disney language based on Java. I had to learn it/figure it out as I went to make sure we met their deadline.

Responsibilities include:

- Learn their platform with limited on hand expertise
- Find and close out bugs
- Be on call 24/7 for issues and last minute customer requests
- Application Development utilizing: Tea, XML, CSS, JavaScript and HTML
- Technical Documentation

Position: Technical Lead

Date: April 2006 - November 2006

Company: Organic

Report to: Director of Engineering

Job summary: Organic is a digital marketing agency that designs and builds exceptional interactive experiences for leading companies to drive brand awareness and more profitable customer relationships. I was brought in to ramp up a new site for 24 Hour Fitness that would remedy some technological and UI issues on the current site and to tie it into their "Biggest Loser" Promotional Campaign.

Responsibilities included:

- Learn their platform with limited on hand expertise

- Conceptualizing their online business strategy
- Find and close out bugs
- Be on call 24/7 for issues and last minute customer requests
- Application Development utilizing: JBoss, Java, Spring, Hibernate, Oracle, AJAX, XML, CSS, JavaScript and HTML
- Technical Documentation

Position: Technical Lead

Date: April 2006 – March 2007

Company: Maiden Lane

Report to: Director, Interactive

Job summary: Maiden Lane was one of the hottest advertising agencies around. They recently added an interactive arm to their service offerings and I was brought in to help with development and planning. The first project was building a site and CMS for one of their clients VNU Global Media. Others included building a dynamic site for DeepRoot which was able to pull in their old sites content minimizing development time.

Responsibilities included:

- Assist in requirements planning for clients
- Application Development utilizing: PHP, MySQL, HTML, JavaScript, DHTML, CSS and Flash
- Creation of graphical assets using Flash, Photoshop and Illustrator
- IT support and system administration

Position: Technical/Business Consultant

Date: March 2006 - July 2006

Company: Industrious Kid/Imbee

Report to: Founder

Job summary: When Imbee was first created, it was a marketing company trying to connect kids to new toys. This model was not working out for them so they brought me in to help revamp their new business model. Drawing on my extensive social networking skills, I created a concept and platform to create a safe blogging and social network site for tweens to help keep them off of more adult sites. It was incorporated into a lot of schools and had parental/teacher controls to help ensure child safety.

Responsibilities included:

- Create a sustainable business model and ROI plan
- Architect a platform to support this model
- Implement a working prototype of the site
- Work with an outside agency to shape the company and product brand

Position:, Lead Web Developer, Senior Designer

Date: March 2005-April 2006

Company: AMB Property Corporation

Report to: Vice President - Corporate Communications

Job summary: AMB is a global developer and operator of industrial real estate in the largest and most supply constrained distribution locations in North America Europe and Asia. I was hired to bring internal developmental perspicacity to the AMB team facilitating several initiatives including; a centralized image & file database of property leasing sites, a new version of AMB.com with searchable property profiles and multimedia capabilities.

Responsibilities included:

- Company wide due diligence to discover ways that technology can lead to ROI
- Conceptualizing their online business strategy
- Developing online process and standards

- Application Development utilizing: ASP, .NET, SQL Server, Access, HTML, JavaScript, DHTML, CSS and Flash
- Creation of graphical assets using Flash, Photoshop and Illustrator
- IT support and system administration

Position: Senior Developer, Senior Designer

Date: August 2004-February 2005

Company: The Rosenstein Group

Reported to: Principle

Job summary: The Rosenstein Group is a start up founded by Darrell Rosenstein. After several years in the recruiting business, Darrell had decided to start his own company and needed help establishing an online presence. After discussing what his goals were, I designed a development plan consisting of two phases. The first giving him basic functionality for a quick time to market, and the second was a dynamic database driven model that can expand as his business does.

Responsibilities included:

- Business plans and potential revenue analysis
- Conceptualizing their online business strategy
- Developing their brand
- Application and Content Development with JavaScript, CSS, HTML, DHTML, XML, XHTML and PHP
- Creation of all graphical assets using Flash, Photoshop and Illustrator
- Creation of a brand and style guide
- IT support and system administration

Position: Principle, VP of Product Development

Date: July 2002-July 2004

Company: AlwaysOn

Reported to: CEO

Job summary: Founded in 2002, AlwaysOn is a highly interactive editorial network that broke new ground in user participation and has been written about in Forbes, News.com, Fortune, Reuters and many others. Being employee number one, I have had a chance to work on all aspects of the company including creating: their CMS, Interactive Webcast System, Ad server and news aggregator.

Responsibilities included:

- Develop the company's brand and conceptualize all offerings by making rapid prototypes using JavaScript, CSS, HTML, DHTML and PHP
- Manage technical decisions and implementation
- Conduct customer research focused on usability and new products
- Solicit sponsors for the AlwaysOn website and events and facilitated multiple no cost partnerships that yielded revenue
- Evaluating partners and technologies
- Vendor/Partner management
- Managed/developed syndication platform in XML, XHTML, PHP and MYSQL
- Create/Manage/Maintain all e-newsletter initiatives using CSS, HTML, PHP, MYSQL
- Create/Support ad management system and content management system
- Site analysis as well as creating/implementing data mining tools

Position: Director of Online Operations

Date: September 2001-July 2002

Company: Red Herring

Reported to: CEO

Job summary: While at this position, I was tasked with the implementation, design and business analysis of all of Red Herring's technological endeavors. By taking a grass roots approach, I redeveloped their online

presence and business unit through key strategic partnerships and intense financial analytics which lead to instant ROI. In addition, I lead negotiations of contract/business development relationships with companies such as Double Click, IPO.com, Akamai and Interwoven as well as managed all vendors and partners saving the company an additional \$1 million + a year.

Responsibilities included:

- Managing development and design teams as well as external partners
- Managing P&L responsibility of the division
- Conduct customer research focused on usability and new products
- Acted as a conduit between multiple departments to ensure the company's overall success
- Facilitated multiple no cost partnerships that yield revenue for Red Herring
- Evaluating partners and technologies for company wide solutions
- Managed/developed syndication platform that aggregated content to over 30 partners using XML, PHP and Oracle
- Manage Red Herring's e-newsletter initiatives
- Site analysis as well as creating/implementing data mining tools including Accrue
- Manage ad creation and strategy

Position: Tech Lead

Date: December 1999-September 2001

Company: Red Herring

Reported to: VP of Product development and Marketing

Job summary: Through exhaustive technical due diligence as well as analytical R&D, I was able to streamline the production process saving the company over \$3 million a year and move towards profitability while incorporating new online features that tripled traffic.

I also worked closely with our ad sales team to attract, implement and retain clients such as IBM, Cisco, Acura, Mercedes, Intel, Oracle and Motorola while maintaining an industry leading CPM.

Responsibilities included:

- Task management and project planning
- Designing and implementing both a CMS and CRM system using Interwoven, BEA, ATG, Perl, XML and Oracle
- Evaluating partners and technologies for company wide solutions
- Managed/developed syndication platform that aggregated content to over 30 partners
- Create/Manage/Maintain Red Herring's e-newsletter initiatives using HTML, CSS, PHP and Oracle
- Create/Support ad management system
- Site analysis as well as creating/implementing data mining tools
- Design new ad units using Flash, DHTML, HTML and JavaScript
- Designing, architecting and implementing the Red Herring Investor Center and Herringtown (featuring over 9,000 private companies)
- Creating a technical Style Guide as well as source code documentation

Position: Lead Web Developer and Technical Consultant

Date: March 2000-May 2000

Company: E*offering

Reported to: VP of Product Development

Job summary: I was the main developer on this project where I developed and implemented 80% of their site. Since I was also employed at Red Herring at the time, I was only able to work on this project on weekends and evenings and it launched ahead of time and under budget which prompted the VP of product development to offer me a full time managerial position.

Responsibilities included:

- Developed UI for a new version of their site using Photoshop and Illustrator

- Integrating this new UI across over 500 pages with the use of CSS, DHTML, HTML, JavaScript and PHP
- Made recommendations on new technical procedures including, application servers, CMS and syndication models as well as explored different avenues of potential revenue
- Architected an infrastructure for future site development
- Site wide QA testing in accordance with specified platforms and browsers
- User Interface design and testing
- Documentation of my work and creation of a technical Style Guide

Position: Senior Web Developer

Date: November 1999-December 1999

Company: Scient

Reported to: VP of Business development

Job summary: This was a short contract to help develop one of their client's sites Benefit Point. They had a need for an experienced developer who could crank out 900 line forms and have enough back end knowledge to help them integrate these forms into their databases.

Responsibilities included:

- Expert level HTML (mainly 700-900+ line forms), JSP and SQL
- Recommending alternate layouts to streamline pages and decrease load time
- Creating browser specific JavaScripts and CSS's
- Working closely with JSP developers to insure page integrity
- Site wide QA testing in accordance with specified platforms and browsers
- User Interface design and testing

Date: April 1999-November 1999

Company: E*trade's International Division

Position: Lead Web Developer/ Senior Project Manager

Reported to: Director of E*trade International

Job summary: I was responsible for the creation of international versions of the E*trade site, including Japan, Sweden, Australia and France. I also recreated the E*trade International Brand & Style Guide as well as 2 internal sites for E*trade. One was a self motivated project that includes a web site and seminars designed to train all employees in emerging and existing technologies. The other was a site that housed all the specifications and project plans of all the international sites.

Responsibilities included:

- Managing development team
- Exploring and meeting the needs of development team for optimum effectiveness
- Task management and project planning
- Building and templating sites so they can be up kept by affiliates
- Training affiliates so they can make future changes
- Working closely with Netscape Application Server programmers
- Writing Script's to make site more interactive
- Site wide QA testing in accordance with specified platforms and browsers
- User Interface design and testing

Position: Senior Web Developer

Date: January 1999-April 1999

Company: DHAP Digital

Reported to: CEO

Job summary: Produced, Processed and coded over 50% of SPIN.COM. After the site was complete I was responsible for updating it 3 times a day.

Responsibilities included

- Develop SPIN.COM HTML content pages with HTML, DHTML, CSS and JavaScript
- Create, Optimize and process SPIN.COM images and graphics
- Site wide QA testing in accordance with specified platforms and browsers
- Standardizing of production assets
- Daily Maintenance of content and implementing updates, fixes, ect...

Position: Quality Assurance Engineer, Beta Tester

Date: May 1996-October 1998

Company: The Bug Police

Reported to: Founder

Job summary: The Bug police offered beta testing, bug discovery & analysis as well as early stage focus groups for all game developers and platforms. I was responsible for testing beta versions of games giving the developer feedback on what to change or even if to continue development. Additional, once games were completed I had to complete each one in various ways while tracking bugs and game play issues.

Responsibilities include:

- Project management
- User experience consulting
- Quality Assurance
- Application Development
- Manage developer relationships