

335 Walnut Lane
Gilroy, CA 95020

LEE BALDWIN

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[LinkedIn Profile](#)
[Project Portfolio](#)

SUMMARY

Senior User Experience Designer since 1995 developing desktop and web user workflows which balance business needs and user goals. Seeking Marketing/UX design role with a company wanting to up-game Internet sales via user experience, promotion and conversion techniques.

PROFESSIONAL EXPERIENCE

BrandWranglers.Com, Gilroy, CA
Project Manager, Co-Owner

06/2011 - Present

- Helping business achieve traffic and sales objectives through on-page SEO and promotional marketing via press releases, user workflow experience, relationship marketing, and conversion optimization.
- Guiding conversions through effective leads and copy.
- Efficient website development using the WordPress platform with SEO tools.
- User Experience design for custom social web applications.

Cisco Systems, San Jose, CA
Senior UX Designer, Media Experience Marketing

02/2010 - 07/2011

- Provided visionary video navigation concepts so users can consume video as information, making video perform as a document. *Video, meet speed reading.*
- Pioneer of collaborative discussion model based on recorded meeting, transforming video into a social document.
- Within a cross-BU UX working group, investigated adjacent Cisco and third party products for application of media analytics technologies.
- Developed end user workflows for network transcoding device.
- Managed two direct reports for UXD and technical documentation.

Serena Software Inc. Redwood City, CA
Sr. User Experience Designer, Mashup Products

06/2008 - 05/2009

- Reduced user pain without Aspirin. *It Just Snaps Together.*
- Drove user engagements, usability test scripting and sessions, feedback to Engineering.
- Collaborated with engineering to craft task flows, mockups, wireframes.
- Ensured all product designs met industry heuristics and story acceptance criteria
- Created the concept of UX acceptance principles for stories that touch the UI, reducing repeat

usability bugs.

- Prevented waste usability test input, by adapting the UXD process to Agile sprint and release code freezes.
- Led a cross-product usability forum, defining direction of Serena's UX program.

US Airways Tempe, AZ

12/2007 - 06/2008

Sr. User Experience Designer - contract

- Brought user input to the center of a formerly engineering-centric design project as UX design lead.
- For redesign of vacation call center application, facilitated expert sessions, created task models and user flows for the design/dev team.
- Validated end-user assumptions through usability testing at key stages.
- A first for US Airways, defined and documented formal UX development process.

Enlighten, Inc. Ann Arbor, MI

02/2007 - 08/2007

Flash UX Designer - contract

- As Flash UX designer for Be-Bratz.com social network (client MGA Entertainment), I sharply accelerated the development process through overnight prototyping from client input.
- Allowed my manager to sleep at night.
- Managed outside creative teams, coordinating Flash object design.
- Created central Flash avatar structure to permit scripted animation, incorporating play-dependent avatar life parameters into look and behavior.
- Created many Flash animation assets from agency art.
- Defined load strategies/architecture, custom Flash rooms.

OTHER PROJECTS AND POSITIONS

American Express, Inc. Phoenix, AZ

07/2006 - 12/2006

Intranet Design and Usability - contract

Morgan Hill Communications. Prescott, AZ

05/2003 - 12/2006

Marketing Message - Owner

Instantis, Inc., Sunnyvale, CA

05/2000 - 03/2003

UX Design Group Manager - contract

Syndeo Corporation, Cupertino, CA

06/1999 - 05/2000

UX Designer

M3I Works, San Jose, CA

10/1995 - 06/1999

Creative Director, Netscape Account Manager

Copy by Baldwin, Vancouver BC and Honolulu, HI

01/1989 - 10/1995

Creative Marketing Copywriter

EDUCATION AND TRAINING

Page Rank Strategies – JM Media, 2011
Keyword Research – JM Media, 2011
SEO Page Tags – JM Media, 2011
Information Architecture for SEO – JM Media, 2011

News and Social Media to Drive Web Traffic – JM Media, 2011
Tools of the Trade for SEO – SES San Francisco 2011
Meaningful SEO Metrics – SES San Francisco 2011
Top Ten Free Tools for Google – JM Media, 2011

Persuasion Strategies for Digital Marketers – SES San Francisco 2011
Workplace Harassment Management, Cisco Systems 2010
Revenue Recognition, Cisco Systems 2010
Agile and scrum training, Serena Software 2009

Presenting Data and Information, Edward Tufte/Graphics Press 1998
Bachelor of Arts, Mathematics, University of California, Riverside, CA 1971

ON THE WEB

BrandWranglers.Com www.brandwranglers.com
LinkedIn Profile linkedin.com/in/leebaldwin
Project Portfolio www.sleepingdeer.com
Art Portfolio www.baldwin-glass.com

TOOLS

Photoshop, Illustrator, Visio, Omnigraffle, Corel Painter, Wacom Tablet, ImageReady, IconCool, Axure RP Pro, Hot Gloo, Balsamiq Mockups, Homesite, Cakewalk Home Studio, FileZilla and other FTP, large assortment of SEO tools, Webex, WordPress and many plugins, Go To Meeting, Citrix, Camtasia, MS Office, etc.

SPORTS AND INTERESTS

FAA Glider Pilot rating, Single-engine solo rating, Weekend racing driver (SCCA Spec Racers and Formula Fords), Windsurfer, Skateboarder, Jazz keyboard player, Visual fine artist.