

BLAKE COFFMAN

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SUMMARY

User Experience Specialist primarily skilled in conceptual design, information architecture, interaction design, information design, visual design, user interface development, web application development, project management, team leadership and client relations. Client business sector exposure includes agriculture, energy/utilities, entertainment, financial, manufacturing, medical, technology, telecommunications and travel.

EDUCATION

Nicholls State University, Thibodaux, LA
Bachelor's of Fine Arts in Graphic Design, 12/1998

SKILLS

Professional Methodology

- Understanding the project visionaries' goals while understanding the users' needs
- Translating this understanding into user experience (UE) design by utilizing core design practices such as conceptual design, information architecture, interaction design, information design, and visual design
- Refining the UE design through prototyping (often involves user interface development)
- Ensuring the project visionaries' goals and the users' needs are met through prototype evaluation

Professional Tools & Technologies

Tools: Adobe Acrobat Suite, Adobe PageMaker, Adobe PhotoShop, Apple Mac OS 7.5-10, Macromedia Dreamweaver, Macromedia Freehand, Microsoft Internet Information Server, Microsoft Office (incl. FrontPage), Microsoft Visio, Microsoft Visual InterDev, Microsoft Visual SourceSafe, Microsoft Windows 95/98/NT/2000

Technologies: ASP, JSP, CSS, DHTML, HTML, XML, JavaScript, VBScript, Visual Basic

Non-Professional Methodology

- Exploring and/or applying skills to new or alternate tools and technologies
- Learning new or evolving old skills from emerging or alternate tools and technologies

Non-Professional Tools & Technologies

Tools: Adobe Illustrator, Apple Final Cut Express, Apple QuickTime, DigiDesign Pro Tools Free, Filemaker Pro, Macromedia Director, Macromedia Flash, Macromedia Fontographer, Quark Xpress

Technologies: ActionScript, AppleScript, Java, Pascal, Real Basic

EXPERIENCE

Senior User Experience Specialist

Iconixx Corporation Houston, Texas

3/2001 - Present

- **Software:** Developed and designed the presentation layer of a multi-tiered rapid development platform intended for a variety of enterprise web-based applications. The modular, consistent, and reusable visual and informational components and consistent interaction workflow enable the developer to generically and quickly apply the presentation to a variety of customer business problems. The visual component of the design also allows the customer's visual identity to be quickly applied with minimal development. This design is developed on web-standard technologies to ensure extensibility and compatibility.
- **Telecommunications:** Extended a base variable compensation application according to the client's requirements and to the users' needs. This extended software complies with the "look-and-feel" of the base application for consistency. Was responsible for the entire user experience with a focus on interaction design for the extended workflow requirements. Shared responsibilities of UI development in a team of two developers.
- **Software:** Translated the client's flagship variable compensation desktop application into a multi-platform web application. Was responsible for the entire user experience design improving on the desktop UE design. Shared responsibilities of UI development in a team of four developers.

Senior Information Architect; Senior Web Consultant

Iconixx Corporation Houston, Texas

9/1999 – 2/2001

- **Energy:** Developed a custom information taxonomy for the client's web assets which resulted in a comprehensive asset catalogue to be applied to the intranet, extranet and the public utilities Internet website.
- **Technology:** Complete redesign of the client's corporate website that informs potential customers of its IT & data center services. Was solely responsible for team management and information architecture. Was responsible for conceptual design, interaction design, information design, visual design and UI development in a team of four UE professionals.
- **Medical:** Managed a UE team of three while taking responsibility for the initial scope, information architecture, story boarding, HTML site mock-ups and UI development. Helped the client provide an easy-to-use, employee-centric web-based suite of applications to customers such as human resources personnel, medical review practitioners, drug screening personnel, safety administrators, training administrators and employees. The suite allows its users to easily manage the complexities of employee records, drug testing, background screening, training and safety. The suite is also the primary software on which the client runs its business.
- **Manufacturing:** In a team of four, responsibilities included the UE design for a corporate web site that informs manufacturers and suppliers and their customers about online real time manufacturing software solutions.
- **Travel:** In a team of four, responsibilities included the UE design and UI development for a corporate web site that informs business travel suppliers and business travel managers about its online services.
- **Technology:** In a team of four, responsibilities included the UE design and an online demo for an online storage web portal.
- **Financial:** In a team of seven, responsibilities included UE design for a portal-based trading platform. Helped the client visualize how to present their product to the customers.
- **Manufacturing:** Was responsible for the redesign of the corporate and e-commerce sites of an industrial distributor. Improvements include better download speeds, cross-platform and cross-browser support, and a visual design more in line with the company's industrial nature.

Graphic Design Intern

DSI Baton Rouge, LA

5/1998 - 7/1998

- Graphic Designer responsible for design and design assistance, traditional cut-and-paste duties and comp duties.

Technical Illustrator; Graphic Designer

John Deere/Cameco Thibodaux, LA

2/1997-9/1999

- Streamlined the long-document publication process by introducing professional publishing and graphics techniques and by setting standards.
- Initiated, designed and developed the company intranet and web-based applications.
- Initiated, managed, designed and co-developed an enterprise level, centrally available publication archive management system. The system features asset classification and asset data storage for multimedia; contextual package printing; and automated digital documents.
- Designed and illustrated all company publications.
- Designed the graphics applied to the operating consoles in several fleets of the automotive agricultural equipment.

Freelance Graphic Designer; Web Designer/Developer

Flow Line Valve and Controls Houma, LA

2/2003-Present

- Responsible for the design and development of the client's web site.

SR.COM N.V. Baton Rouge, LA

4/1998, 2/2002

- Responsible for the redesign and redevelopment of the client's web site.
- Designed and developed the original web site.

Justice John Weimer, Louisiana State Supreme Court New Orleans, LA

9/2001-1/2002

- Designed and developed the web site for Judge Weimer's campaign.

Gossamer Baton Rouge, LA

11/2000-12/2002

- Responsible for the layout and design of the Gossamer CD released mid-may of 2001.
- Designed and developed the band's promotional website.

REFERENCES

Available upon [request](#)