

Resume for [Ken Schiff](#)

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Independent consultant providing services in
GUI Design and Usability Consulting
for Windows applications and Web sites.
www.guiguy.com

Summary of Qualifications

- Fifteen years experience in user interface design, user interaction design, and designing for usability
- Facility to assume the roles and attitudes of different users, i.e., the varying personas of different users
- Ability to work cooperatively and smoothly with different parts of an organization: Development, Marketing, Executive Management, Information Technology (IT)
- Understanding of the user experience from the perspective of technical support and documentation

Professional Experience

President of [Productivity Through Technology, Inc.](#) September, 1989 - Present

- Providing graphical user interface design and usability consulting services for a variety of [clients](#) for in-house applications, commercial “shrink-wrap” software, intranets, and public web sites. Clients include Adaptec, AT&T, Charles Schwab, Bank of America, Geoworks, IBM, LeapFrog, LifeScan, Knight-Ridder, PG&E, Teradyne, Veritas, Visa, Wells Fargo Bank
- Creating both high and low (paper) fidelity prototypes using different tools: Visio, Visual Basic, FrontPage, Dreamweaver.
- Performing usability inspections and heuristic evaluations of existing user interfaces and making recommendations for improvements utilizing in-house developed methodology.
- Facilitating brainstorming sessions in metaphors, navigational models, site content and organization, and branding
- Writing StyleGuides and creating design standards for organizations

Tools

- Dreamweaver
- Fireworks
- PaintShop Pro
- Visio
- VisualBasic
- FrontPage

Other Skills and Accomplishments:

- [Teacher and trainer](#)
- [Frequent conference speaker](#)
- [Contributor to programming magazines](#)
- Technical writing (software documentation)
- Flowcharting (program flow and interaction models)

References

- Available on request