

Resume: Samuel Allen

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OBJECTIVE

To engage and enable businesses, to enhance products and improve team interconnectivity. Adding to the success of the overall businesses by drawing on 8 years of online interactive and management experience.

Ongoing goal is to continue to grow and lead effective teams through the creation, planning and development of technology products that make a difference. Making technology usable and engaging for everyday people.

Wins:

- Won back over 300k of corporate business from lost accounts
- 35% immediate spend increase, and 65% higher usage from re-design of transaction system
- Oversaw the creation of a leading medical reporting system since incorporated by Microsoft HealthVault
- Multiple awards won for industry leading portal projects

Soft skills:

- Studio and Enterprise Level Management
- Product Management & Business Analysis
- International Team Development & Building
- SDLC Process and Methodology
- Client Relationship Management
- Project Management
- Entrepreneurship

Technical Skills:

- Product Enhancement, Information Architecture (IA) Review and Development
- User Experience, Interaction Design & Usability Analysis
- Front-end Development with exposure to .Net, C#, ASP, PHP, Mobile & Multiple DB Environments

WORK EXPERIENCE

HCI / UI Specialist

2007-2008

AOL – <http://aol.com/>

Providing strategic direction in developing a more robust and monetizable user-friendly experience for AOL internet properties such as Yellowpages and Cityguide. Key to the role was providing internal teams with the means to deliver higher performing, intelligent solutions through the introduction of new technologies and best practices.

Creative Manager

2006-2007

Intergen – <http://intergen.co.nz/>

Overseeing the Creative Team for Intergen Auckland, to win back lost business and increased budget spends from key corporate and government organisations. Clients included top banking, travel and insurance organisations. Providing analysis, usability, information architectures, user experience and interface design.

Production Manager

2005

Guide Productions – <http://guideproductions.com/>

Overseeing a team of 8 as well as managing client relationships, external consulting, internal process and development practices and end-to-end media design and project management. The largest project overseen was iCare's multi-million dollar online health reporting system which has since been enveloped into Microsoft Health Vault.

UI Specialist

2001-2004

SEEK Communications - <http://www.seek.com.au>

SEEK communications is Australasia's award winning, market leading online job portal with over 150,000 daily users. The role was to spearhead design initiatives both on and off line. Online focusing on the creation of usability focused online interactive spaces. Ensuring business initiatives were best of breed and quick to market.

CONSULTING EXPERIENCE

Along with many full time positions a number of freelance opportunities have presented themselves, including design, development, management and consultancy. Two notable engagements :

Director

2006 +

YouTXT - <http://www.youtxt.co.nz>

Strategic investigation, including business plan and sales strategy development leading to the creation of YouTXT. Overseeing day to day management of staff, securing of funding and expansion of services for new markets.

Senior Consultant

2005 – 2006

Hirehand.com - <http://www.hirehand.com>

Managing dispersed teams within this Silicon Valley start-up to successfully revise system architectures and processes to enable a successful deployment of a new and improved service on time and within budget.

EDUCATION

Master of Arts: Virtual Communication

Tertiary: RMIT University, Victoria, Australia

Detailed study and application of the facilitation of communications, collaboration and knowledge sharing. Focusing on the effective creation and management of dispersed teams, communications and information access.

Diploma of New Media Design

Tertiary: Media Design School, Auckland, New Zealand

Comprehensive Multimedia Degree focusing on design, production and implementation of web and multimedia communications.