

## **Darrell Sano, User Interface Designer/Director**

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### **Skills**

- Over 15 years experience in software & usability design, designing for web applications, mobile devices, system software and tools
- Experienced, senior-level hands-on interaction designer, uses Photoshop, Illustrator, Dreamweaver, Flash, Final Cut Studio, ProTools, BREW image authoring tool, CSS and xHTML
- Experienced in designing and managing UI design cross-organizationally with designers, usability specialists, product management, marketing, engineering, QA, and end users
- Produces wide range of deliverables spanning the design process, including conceptual model design, rapid prototyping, information architecture, work flow diagramming, performing end user interviews and field study
- Experienced in design budgeting, resource management, maintaining schedule and timelines, managing UI design personnel, as well as working with outside vendors
- Strong oral and written communication skills, authored books and papers
- Teaching experience, delivering tutorials and lectures at numerous events and venues, developing curriculum, materials, and tutorial notes
- Strong organizational and analytical skills
- Quick learner and highly motivated to work in a creative, fast moving environment

### **Work Experience**

UI Designer

July 2005 – Present

TCS Mobile, Oakland CA and Annapolis MD

Product design and specifications for mobile and telematics (in-car) applications, including Rand McNally StreetFinder (J2ME/Brew), Navigator, Rand McNally Traffic (xHTML), HMI (Human Machine Interface) designs for Denso, QNX, as well as mobile UI concepts for ESPN, Amp'd Mobile, DENSO/Lexus, Mercedes, map design and information visualization for 3D moving maps, as well conducting user surveys and product evaluation. Current work includes iPhone and Blackberry application design for car-related tools, including mBrace iPhone application for Mercedes-Benz, currently available in the Apple iTunes app store. Work responsibilities and capabilities span from advanced conceptual design to detailed specifications, visual and graphic design, wire frame schematics and work flow diagramming, CSS/XHTML/iPhone UI prototyping, user testing. Author of 5 location-based patents for mobile applications.

UI Design Consultant, Sano Design

September 2002 – June 2005, partial client list includes:

Ruckus Network, Herndon VA and Boston MA

Product design for a digital media platform for the college student market. Advanced conceptual model design, prototype, and wire frame documentation. Service concepts includes advanced social community interaction between students across the campus.

Traverse Networks, Fremont CA

Design/prototype/production of Web and mobile phone UI for communication management. Concept design, work flow analysis, HTML prototypes, advance interface concepts, developed in HTML and Flash, working with engineers on J2ME mobile phone application. Web front end for configuration and management.

SNOCAP, San Francisco, CA

Digital Rights management system for online music services. 5 month project including concept design, iterative interface designs, prototyping, HTML production, delivery of final specifications, identity work including logo, business systems.

Art Director/Interaction Designer, Napster, Inc.  
January 2002 - August 2002

- Responsible for the complete redesign strategy and vision for the client software environment
- Introduced standards for developing design specifications, and participated in usability walk through sessions
- Produced interaction work flow diagrams, wireframe and HTML mock ups, clickable prototypes, screen designs, UI specifications
- Led brainstorm sessions and completed competitive analysis of existing media player services
- Worked across Marketing, Engineering, Product Management

Interface Design & Usability, ETime Capital  
August 2000 – June 2001

- Evaluation and redesign of all web based applications and services for the company
- Developed numerous designs and prototypes for BusinessNow, Electronic Bill Presentment and Payment, Customer Profile and User Administration
- Designed future interfaces, a UI road map for future development in this market space
- Initiated on site User Studies and Customer Interviews

Interface Design & Usability, myCFO  
June 1999 – July 2000

- Responsibilities of applied design across the entire organization
- Design direction for all brand and identity elements, initial end-user interviewing, profiling, research, and information gathering
- Initial work flow analysis, interaction design for web based services
- Hired and managed 11 UI designers, helping to established a culture of “good design” early within this startup environment.

Interface Design & Usability, Netscape Communications  
November 1994 – May 1999

- Hands-on design of numerous web applications and tools for various Fortune 500 companies
- Built, staffed, and managed over 10 UI designers in the DesignCenter, a global design consultancy within Netscape Professional Services
- UI Designs for SportsLine, Bank of America, FedEx, GartnerGroup, MCI, Prudential Healthcare, Kaiser Permanente, Kinkos, Europe Online, among others.

User Interface Designer, Sun Microsystems  
November 1991 – September 1994

- Member of the Human Factors Engineering group at Sun Microsystems
- UI designs for video collaboration technology, platform user interface design for an enhanced Motif, OpenLook2, and Common Desktop Environment
- Co-authored book “Designing Visual Interfaces: Communication Oriented Techniques”
- UI Designer for the first Sun Microsystems intranet and external corporate World Wide Web sites (1993), and WorldCupUSA94 Web site

Graphic Designer, Chicago

January 1985 - April 1989

- Designed numerous communication design projects, from street banners and posters, to annuals reports

and brochures

- Art direction experience with photographers and illustrator
- Experienced in project budgeting and scheduling

### **Education**

BFA in Graphic Design, University of Hawaii (1982)

- Emphasis in Graphic Design, Photography/Image in Motion, and Art History

MFA in Graphic Design, University of Illinois at Urbana-Champaign (1985)

- Emphasis in computer-based design education and research
- Designed and programmed interactive design education program, a page layout application, and pattern generator for symmetry studies
- Attended courses in Computer Graphics and programming

### **Publishing**

“Designing Visual Interfaces: Communication Oriented Techniques” (coauthored with Kevin Mullet) 1995, SunSoft Press / Prentice Hall

“Designing Large Scale Web Sites: A Visual Design Methodology” 1995, John Wiley & Sons

“SunWeb UI Design” (coauthored with Jakob Nielsen), Computer Networks and ISDN Systems

“Building Web Systems” (co-authored with Leon Cho), The Institute of Image Electronics Engineers of Japan

“Design Strategies for Success in the Net Economy: Branding and Identity”, Netscape World Wide Professional Services Business Strategy Series.

### **Lectures and Tutorials**

MIT X Consortium Technical Conference in Boston

Association for Computing Machinery Conference on Human Factors and Computing Conferences (SIGGCHI) '93 (Amsterdam), '94 (Boston), '95 (Denver)

Living Surfaces Conference sponsored by the American Center for Design

American Institute for Graphic Arts Pittsburgh chapter

Web Development '96

Invited participant of the American Institute for Graphic Arts Advance for Design Summit, initiative redefining the Designers' role in the merging of design and technology disciplines