

AMY PHILLIPS

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SUMMARY

- Versatile, accomplished user experience generalist with fifteen years of experience in information architecture, interaction design, visual design, and product management
- Broad skill-set with the unique ability to take a project from high-level product mapping, to wireframes, to Photoshop mockups, to production-quality HTML/CSS prototypes
- Deep expertise in the architecture and design of complex, web-based/SaaS applications for both enterprise and consumer audiences
- Equal amounts of experience working in start-up and corporate environments

PROFESSIONAL EXPERIENCE

2008 – 2009 **VeraCarta, Menlo Park, CA**

Product Experience Guru (User Experience + Product Strategy)

Built user experience program for startup providing a SaaS solution in the document management and enterprise collaboration space. Built end-to-end user experience including information architecture and modeling, interaction design, visual design, HTML/CSS/JavaScript prototype, and user testing.

Directly and deeply involved in product strategy and feature road map planning, as well as product marketing and positioning.

2006 - Present **Independent Consultant, Advisor, and Web 2.0 Entrepreneur**

Provided turn-key user experience consulting services – including IA, visual design, prototyping, and product strategy – to multiple enterprise and consumer companies. Advised early stage startups on user experience, development, and product execution. Founded Web 2.0 mashup and community site for independent real estate investors.

2005 - 2006 **FaceTime Communications, Foster City, CA** **User Experience Architect**

Rearchitected user experience of FaceTime product line by introducing new interaction paradigms, workflows, and visual designs based on extensive user research. Successfully demonstrated the value of good interaction design – in terms of both product adoption and development efficiencies – to product management and development teams so as to establish a truly user-centered development process. The new interfaces were recognized by the sales team as being key contributors to the company's 255% year-over-year increase in sales.

2000 - 2004 **Epicentric / Vignette, San Francisco, CA** **Director of User Experience**

Built User Experience program at Epicentric. Hired and led exceptional team to design highly usable interfaces for complex, enterprise-level web-based applications including: portal management with front-end and back-end UI's, collaboration and workflow systems,

and content management systems. Actively participated in product road map discussions and in customer and partner negotiations.

Based on recognition by customers and industry analysts that the user interfaces for the Epicentric product line were key competitive differentiators, was asked to stay on in the role of Director of User Experience when Epicentric was acquired by Vignette in 2002. Led both the San Francisco and Austin-based UE teams.

1998 - 2000

AT&T Labs, Menlo Park, CA

Senior Manager, Internet Applications Group (a.k.a. Rapid Prototyping Group)

Conceived of and designed prototypes for division dedicated to exploring innovative, consumer-oriented products and internet services. Worked on wide array of projects including a self-service provisioning site for AT&T consumers, alerting systems, and an in-room hotel portal for a major hotel chain. Personally conceived of and designed the prototype for a wireless phone + internet service for pre-teens and teenagers that was one of five selected for that year's annual PR campaign and road show.

1993 - 1996

Books That Work, Palo Alto, CA

Lead User Interface Designer

Led UI team and design for producer of consumer multimedia software. Personally designed flagship product, Visual Home (a.k.a. 3D Home and Sierra Home Architect) which received widespread media attention and multiple awards, and which remained a best-seller in the consumer software space for 8 years, long after Books That Work was acquired by Sierra.

EDUCATION

University of California, Berkeley :: Master of Science in Architecture

Completed highly regarded thesis on SimCity and the lessons learned from user-generated cityscapes.

University of California, Berkeley :: Bachelor of Arts in Architecture

Graduated with Highest Honors

Universita degli Studi di Firenze, Florence, Italy

Year-abroad studying architecture at the University of Florence

SKILLS & LANGUAGES

Photoshop, Dreamweaver, Illustrator, Flash, Axure, HTML, CSS, JS /DHTML/AJAX, PHP, Joomla!

Experience with Java environments, JSP/Velocity, MySQL, iPhone application design

Fluent in Italian; Proficient in French

AFFILIATIONS

Astia (formerly Women's Technology Cluster)
FEW&E (Forum for Women Entrepreneurs and Executives)

BayCHI