

Annie Rex

RÉSUMÉ

My concentration and successes center on a person's total experience of a web site or interactive product within the context of defined business goals. I am a committed advocate for making "stuff" that is useful, easy, and satisfying. I bring a complementary blend of aesthetic awareness, procedural rigor, for-profit savvy, and social intelligence to my work in finding creative solutions that exceed objectives as well as expectations.

Experience

Consultant

Lansdale, PA
May 1997 – Present

Vice President, Interactive

Finch Brands
Philadelphia, PA
July 2008 – January 2009

Guided and worked hands-on with a team of designers, developers, and marketers in the creation and execution of digital strategies and accompanying tactics. Collaborated with clients to refine business and brand strategies and devise multi-channel marketing programs while managing resources across multiple concurrent projects. Also introduced best practices for interactivity and user-centered design and adapted the processes of the agency to better consider online and digital media. Successfully prepared and transitioned the business to an outsourced model by cultivating a network of reliable consultants and partners. Participated in business development efforts and cross-channel marketing for the agency, by contributing to nearly \$1MM in sales and by launching a new, rich-media Web site, an accompanying blog, and an e-newsletter system.

Director, Experience

Razorfish
Philadelphia, PA
June 2007 – July 2008

Led a team of information architects, user researchers, and content strategists during the discovery, design, and development phases of various interactive products and Web sites. Expanded the experience team to become the third largest across Razorfish's worldwide organization. Factoring in the unique skill sets of the Philadelphia group, established and documented new and industry-standard, repeatable processes for each phase of a project, including the creation of various artifact templates and research protocols. Consulted with prospects and clients on more than \$3MM in business and ensured success through careful scoping and estimation as well as through monitoring as many as fifteen concurrent projects. Represented Razorfish at various industry events and contributed to ongoing publishing and thought leadership efforts through writing, speaking, and hosting workshops.

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Director, Interactive

PBS KIDS Sprout

Philadelphia, PA

January 2006 – July 2006

Maintained a highly interactive Web site geared towards preschool children and their parents. Set the site's overall business goals and definable measures of success. Responsible for seven major releases in less than six months including the revision of the site's navigation system to achieve an immediate 300% improvement in one of the company's key performance indicators. Managed limited internal resources and coordinated multiple agencies across a number of projects to sustain Sprout's business with appropriate solutions for television programming, marketing, and business-to-business. Other efforts included the development of an online strategy with an achievable work plan; the research-based creation of audience personas; establishing privacy, safety, advertising, and data collection guidelines; and collaborating on a multi-platform strategy.

Product Manager

Comcast Online

Philadelphia, PA

October 2003 – December 2005

Kids & Family

January 2005 – December 2005

Directed all Kids & Family online initiatives, including a kids' premium game environment that gained over 1MM unique users in its first 6 months; and was responsible for over \$7MM in annual cross-medium national and regional marketing, enterprise technology projects, along with the direction of a team of multi-functional professionals. Developed a strategic, long-term measurable business plan for Comcast's Kids' & Family efforts as well as identified and negotiated opportunities for strategic alliances and partnerships that further business goals. Partnered closely with internationally recognized brands and thought leaders to develop new, innovative products, promotional opportunities, and co-marketing efforts. Consulted with various affiliated organizations throughout Comcast on new interactive ventures involving kids and family and the educational and multi-cultural markets.

Search & Commerce

October 2003 – December 2004

Managed the lifecycle of multiple search and commerce related products increasing revenue by 250% to generate over \$35MM in revenue in a year. Responsibilities included modeling business opportunities, assessing competition and markets; planning and directing the improvement and development of user experiences and business processes; and establishing success measures along with key performance indicators. Worked closely with external partners and internal teams to maintain regular day-to-day operations while developing multi-year business plans, including a product and user experience strategy, for all commerce and search related categories. Ideated and launched many successful product lines.

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Team Lead, User Experience Architecture

Refinery, Inc.

Huntingdon Valley, PA

June 2002 – July 2003

Founded and grew a new practice into a highly effective group of experienced professionals and consultants while evangelizing, instituting, and teaching user-centered design methods throughout the company. Assumed responsibility for the training and management of resources and the delivery of artifacts across multiple client engagements and projects. Directed the construction of a formal usability lab and introduced peers from a variety of disciplines to user research techniques. Consulted on-site with Fortune 20 companies to develop and improve product web sites, and corporate and consumer portals. Contributed to proposal writing, project scoping, and sales and marketing support for wins of over \$7MM in client business.

Senior Product Manager / Senior Usability Manager

Ebay/Half.com

Plymouth Meeting, PA

September 2001 – June 2002

Senior Usability Manager

January 2002 – June 2002

Instituted a company-wide Usability and Site Analysis practice for a large e-Commerce web site while advocating user-centered design. Responsibilities included working with Product and Business groups to create evaluation plans, conducting usability evaluation sessions, performing regular heuristic reviews of the site, writing analysis and recommendations reports, and managing the measurement and reporting of site usage on a regular basis. Collaborated with User Interface Design and Development teams to introduce new features and create a more useful, usable web site.

Senior Product Manager

September 2001 – January 2002

Originated ideas for continuous improvements to the site and its administrative tools. Worked closely with internal constituents from Half.com and eBay as well as with vendors to evaluate and design site products. Developed product requirements documents, wireframes, and functional specifications while directing project teams. Managed the development of projects across disciplines from inception through launch.

Director, Information Architecture & Usability

BaseSix

Norristown, PA / Boston, MA

November 2000 – June 2001

Partnered with clients to evaluate and design site architectures and user interfaces for Intranets, Internet, and Extranet sites including business-to-business marketplaces. Analyzed the architecture and user experience of various sites in support of new business development efforts. Encouraged a company-wide adoption of user-centered design principles and collaborated with a cross-discipline group to establish the methodology of the User Experience practice. Developed discrete usability offerings including "productized" solutions for Usability Testing

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and User Experience Heuristics and defined how these products should fit into the overall process and methodology.

Information Architect

Omnient Corporation

Blue Bell, PA

October 1999 – November 2000

Developed information architecture of business-to-business, business-to-consumer and Intranet web sites. Created navigational structures and functional interfaces, identified and organized information based on user needs and business goals. Duties included client consulting, information design, creative concept development, and creating site maps, process flow diagrams, wireframes, prototypes, user stories, use cases, and HTML, DHTML, JavaScript, and CSS coding.

Account Services Coordinator

The Berry Company

Philadelphia, PA

October 1995 – July 1996

Developed and maintained client accounts. Duties included prospecting, project management, media planning and buying, production trafficking, and consulting on marketing strategies.

Proofreader/Administrative Assistant

Bailey Design Group

Plymouth Meeting, PA

May 1995 – October 1995

Responsible for proofreading, copywriting, and editing both client and self-promotional materials. Assisted a dynamic office with daily operations, project administration and client relations.

Teacher

School District of Philadelphia

Philadelphia, PA

September 1993 – May 1995

Taught literature and writing to urban school students while managing all aspects of a secondary classroom. Designed instructional courses, created lesson plans and evaluated students' performances. Acted as a liaison between schools, students, and parents.

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Education

Bachelor's Degree – English & Philosophy

University of Scranton

Scranton, PA

August 1989 – January 1993

Master's Program – Education & Writing

Temple University

Philadelphia, PA

May 1993 – June 1995

Personal Statement

I am an ambitious, enthusiastic professional and a smart, creative thinker with an innate interest in making things good and useful. My varied experience, social skills, operational excellence, and sense of practicality allow me to solve problems, extend relationships, and build successful enterprises. Practical research, good design, and strong function greatly influence my working philosophy. As a natural leader, I keep a positive tone and enjoy working with honest, intelligent people who want to do well for themselves, their families, and their businesses.

My family and personal life provide me with perspective, support, and joy. I'm the proud wife of a mountain-biking, 3rd generation small-business owner and the mother of three terrific, active kids. My personal interests include: reading, mixed martial arts, industrial design, interiors, painting, and swimming. Areas of inquiry include: information theory, interface and interaction design, content and knowledge management, and everyday usability. I'm still a passionate web-junkie.

