

Darren J Luvaas

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Creative Director

Talented Manager, User Experience Designer, Visual Designer, and Web Development Architect with proven, professional expertise in virtually all facets of front-end, Web-based application development. More than 15 years of professional experience building and leading teams, designing, developing, and directing highest-quality web-based experiences.

Expertise

Management

Both visionary and practical, task-driven project planning and personnel management. Experience directing numerous teams and individuals across diverse skill sets and levels of experience.

User Experience

Exceptional user interface, user experience, and application design. Extensive experience implementing HCI principles and Section 508 compliance. Well-versed in the UML technologies, use case development, functional specification creation, prototyping, wire-framing, end-to-end software development processes, and emerging trends in the field.

Coding

Exceptional HTML, CSS, XHTML, DHTML, JavaScript, ActionScript, JScript, WML, AJAX, and JSON skills. Experienced with C#, .Net, Java, JSP, TagLibs, Struts, ASP, ASPX, XML, XSLT, DTD/Schemas, CGI (Perl), PHP, and PL/SQL integration. Primary area of expertise: HTML, XHTML, and CSS, including the latest Web Standards (i.e., HTML5.0 & CSS3.0)

Design

Professional-grade Photoshop and Illustrator expertise. Strong Flash skills including object-oriented ActionScript. Well-versed in InDesign, Acrobat, Office and other layout and productivity suites.

Editors and IDEs

Visual Studio, BBEdit, VI, Dreamweaver, GoLive, Together, Eclipse, IDEA, and Axure.

OSs

All modern operating systems including Windows 7, Windows Server, UNIX, Linux, and OS X.

Source Control

SVN, CVS and VSS.

Professional Experience

April, 2005 to
present

Creative Director, Zazzle.com

As one of the founding members of Zazzle's Engineering team I set the code standard, built the framework, wrote the styleguide, and established the Creative Team to own, design, and implement the top-most layer of Zazzle's application stack. Responsibilities have included ownership of the brand identity, visual design, UX design, front-end (HTML/CSS) development/architecture, coordination with some of the world's most recognized brands (e.g., Disney, WB, DC Comics, Lucas, etc) and oversight of 3 teams of talented Visual Designers, Product Designers, and Web Development professionals. Current responsibilities center on team development, creative oversight, interdepartmental coordination, and brand-cohesion. During my tenure Zazzle has become one of the Web's most trafficked sites, growing from a thousand or so uniques per month to over 4 million uniques. Zazzle's year over year growth continues at an accelerating pace.

**April, 2004 to
April, 2005**

Principle UI Design Engineer, Tacit Software, Inc.

As the principle owner, designer, and architect for the front-end of Tacit's software suite, I was responsible for end-to-end design and development of all Tacit software and web-based application solutions. Key clients included Lockheed Martin, Morgan Stanley, Northrop Grumman, and the CIA (InQTel).

Example Project: Tacit ActiveNet

By automatically understanding enterprise activity in real-time, Tacit ActiveNet™ enables employees throughout the organization to connect with one another on key topics and speeds the organization's ability to solve problems and address issues. As both the designer and the principle front-end engineer I completely overhauled and optimized ActiveNet's UI. The web-based user interface was fully "skinnable" through the careful application of standard-based, cross-browser compliant CSS/HTML coding techniques. As a small company I was entirely responsible for the display layer, including the visual design, the HTML/CSS, and user experience. I was also heavily involved in the integration with the JSP/Struts middle-tier, display logic, and skinning framework.

**April, 2003 to
April, 2004**

Manager of User Experience, Navis LLC

As the Manager of the User Experience team, I was responsible for directing, designing and developing all user-facing interfaces of Navis's extensive software product line, including its web-based and packaged software solutions. Navis (now owned and operated by Zebra Technologies) is the global leader in resource optimization technology for the transportation and logistics industry and its software has been recognized as the industry's de facto standard for more than 20 years.

Example Project: Wal-Mart Scheduler

Developed storyboard, functional prototype, complete user interface, aesthetic design, interaction design, conducted usability testing at Wal-Mart's headquarters, and developed presentation-layer application code for the distribution center scheduling application of the world's largest company. At rollout the multi-million dollar DC Flow application (of which the Schedule app was an essential component) represented the largest software contract in either Wal-Mart or Navis's history. Wal-Mart Scheduler is used for daily monitoring and scheduling of deliveries by every Distribution Center in the Wal-Mart empire plus tens of thousands of carriers, vendors, and suppliers around the globe.

**October, 2001 to
April, 2003**

Senior User Interface Design Engineer, Informative, Inc.

As the Senior User Interface Design Engineer for Informative Inc. I was responsible for designing intuitive, natural, comprehensive and solid UI for the entire Informative product line. Responsibilities included specification development, prototyping, usability testing, technical documentation, graphic design, and all front-end code development. I also served as lead engineer for the presentation-layer coding of XHTML, HTML, DHTML, CSS, JavaScript and display logic with JSP. Key clients included LEGO and Procter & Gamble.

Example Project: LEGO Discussion Boards

Collected business requirements, participated in customer interactions and usability testing, designed use cases, wrote functional specifications, and developed front-end of LEGO's proprietary online discussion application — a product capable of capturing and analyzing participant comments, attitudes, and motives; following trends; and identifying opinion leaders. Assembled feature-set, designed application user interface, built wire frames, and constructed feature diagrams. Designed participant and administration UI. Created all graphics; generated sophisticated HTML, DHTML, JavaScript, CSS, and HTC code; and participated heavily in JSP code integration. The product was delivered on time and exceeded the customer's expectations. The LEGO web site is one of the top 10 most highly trafficked sites on the Web. This project was directly responsible for winning the largest customer contract in the company's 7 year history.

2000 to 2004

Independent Consulting/Contracting

Example Project: Presentation Layer Technical and Aesthetic Evaluation for ATP, Inc.

Produced documentation following a high-level interface design and implementation analysis of the ATP website prior to a broad redesign and re-implementation of the ATP website.

Example Project: Design Overhaul for Business Signatures Application Suite

Completely overhauled the aesthetics of Business Signature's flagship product, Management Suite.

Example Project: Server Management Software for Arkivio, Inc.

Designed all application interfaces and aesthetics for enterprise storage management automation software, Arkivio Inc.'s flagship product. Also generated all DHTML, HTML, CSS, JavaScript, and graphics.

Example Project: Web Site Design and Application Aesthetics for Amphus, Inc.

Designed, generated, and implemented all DHTML, HTML, CSS, JavaScript, and graphics for company web site. Generated all graphics and aesthetics for complex blade-server management software, Amphus' flagship product.

Example Project: Identity, Web Site Design, Back-End and Front-End Development for PressDress, Inc.

Designed, generated, and implemented all DHTML, CGI, HTML, CSS, JavaScript, and graphics for company web site as well as established company brand and identity.

Example Project: Web Site Design, Back-End and Front-End Development for Provost Web Site, Stanford University

Designed, generated, and implemented the database and all DHTML, CGI, HTML, CSS, JavaScript, and graphics for department web site. Designed and implemented all interfaces for the site management application, a tool capable of maintaining all site content and the extensive database of university contacts.

March, 2000 to
October, 2001

Creative Director, Rentals Inc.

Direction, design, and implementation of the front-end user interface for this real estate marketing and management application service provider. Chief architect of information and champion of the user experience. Created, prototyped, and produced original concepts, while enforcing established HCI paradigms to ensure all front-end solutions were executed at a level of quality consistent with company standards. Primary responsibilities included: leading the Design Department; overseeing graphics and markup development; producing superior HTML, art, multimedia, and client-side script; serving as end-user advocate; and analyzing and evaluating Web site usability. Reported directly to the VP of Engineering while working closely with Marketing, Production, Engineering staff and other internal clients to achieve an appropriate balance between user experience and business objectives.

Example Project: Portal Management Console

Collected requirements, generated use cases, wrote functional specifications, and implemented multiple iterations of the customer-facing portal management application, Rentals Inc's flagship product. Designed, generated, and implemented all DHTML, HTML, CSS, JavaScript, and graphics for the application. Participated heavily in JSP and PL/SQL integration.

March, 2000 to
February, 2001

Senior Web Designer, Rentals Inc.

Senior front-end design and development engineer for this mid-sized Internet startup company. Responsible for producing presentation mock-up (i.e., Photoshop, Illustrator), prototyping, graphic design, page flow, usability engineering, information architecture, and markup. Served as senior developer for HTML, DHTML, JavaScript, CSS, and Flash; and lead design engineer for front-end XML, XSL, XSLT, PL/SQL and JSP integration. Minor marketing and print publication.

**October, 1998, to
March, 2000**

Academic Technology Specialist, Stanford University

Founded and directed one of the most advanced assistive computer technology centers in the world. Assessed physical, sensory, and cognitive limitations of staff, students, and faculty members and recommended appropriate compensatory strategies and assistive technologies. Campus and conference presentations (view example presentation on accessibility). Graphic design and web-authoring. Served as campus authority on accessible web page design and user interfaces. Front and back-end design of departmental databases. Hardware and software maintenance, administration, and IT consultation. Founded and managed both the Alternative Format Production Facility and the Assistive Computer Technology Center and their respective lab staff. Managed a team of up to 12 individuals.

**September, 1995
to October, 1998**

Adaptive Technology Center Coordinator, Sacramento City College (Adjunct Faculty Position)

Coordinated and developed one of California's model Adaptive Technology/High Tech Centers. Selected, configured, and maintained Adaptive Computer Technologies throughout Sacramento City College's campus and within outreach centers. District-wide consultation in both higher and lower education. Taught several courses on various technologies and services for individuals with disabilities. Coordinated with campus administrators, faculty, and committees. Produced HTML, graphic design, user interface design, and information architecture for campus web sites.

Adaptive Technology Specialist, Disability Resource Center, Sacramento City College (Classified Position)

Founded, developed, and maintained a model Adaptive Technology Center. Purchased, configured, and updated modern assistive and conventional computer technology hardware and software. Trained students and staff in proper utilization of and access to specialized computer environments designed to accommodate physical, psychological, and cognitive disabilities. Provided alternative format materials including Braille, enlarged, audio, and electronic. Classroom instruction and curriculum development. HTML, graphic design, user interface design, and information architecture. Served as campus authority on web accessibility design principles and user interfaces.

Education

1994

St. Giles Language Learning Center, San Francisco, California

TEFL (Teaching English as a Foreign Language) Certification: Royal Society of the Arts/University of Cambridge, England

1990-1994

University of Oregon, Eugene, Oregon

Bachelor of Arts Degree, English, with a minor in Political Science