

# Ron Akanowicz

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## SUMMARY

Ron has more than fourteen years of experience in roles such a **Senior Business Analyst, Information Architect, and Usability Consultant.**

Ron has worked with software applications, websites and, most importantly, people. Ron's experience writing **business requirements**, creating **wire frames**, and conducting **usability studies** are tools in creating a positive **user experience**. Ron gains understanding of the end user through research techniques such **task analysis, contextual interviews**, and **usability testing**.

In addition to his ability to be the voice of the end users, Ron also has a good understanding of technology and the development process.

## SKILLS

- Heuristic Evaluations
- Usability Testing
- Information Architecture
- User Experience Design
- Business Requirements
- Documentation
- Dreamweaver
- Fireworks
- HTML
- CSS

## CLIENTS

### CivicActions

*Information Architect*

I provide information architecture services for projects at CivicActions. Recent projects and duties include:

- User interviews, site maps and wireframes to collect and demonstrate requirements for a variety of clients including Amnesty International, ACLU, Democratic Caucus, Rare Conservation, and Conservation Strategy Fund.
- Wireframes and site maps for rareplanet.org, justcauseit.com, solveclimate.com, eq.tv, and other projects still in development

### Individual Clients

*Web Design and Development*

I create site for individuals and small business using the free and open-source content management systems WordPress and Drupal. Site include:

- [www.coachivan.com](http://www.coachivan.com)
- [www.elderconcern.com](http://www.elderconcern.com)
- [www.drbonliesalons.com](http://www.drbonliesalons.com)
- [www.lorimazuer.com](http://www.lorimazuer.com)
- [www.richardferri.com](http://www.richardferri.com)
- [www.professional-astrology.org](http://www.professional-astrology.org)

**Motorola, Inc.**

*Usability Consultant*

I worked on a variety of projects in the role of a usability consultant. I was responsible for advocating usability for internal and external projects to ensure they took the necessary steps to increase end user satisfaction. I produced project deliverables such as personas, heuristic evaluations, wireframes, and site maps. My involvement with specific projects included:

- Web-based interface for monitoring patient remotely: I designed wireframes and workflows based on the requirements documents. I also conducted a heuristic evaluation on the pilot version of the interface to determine potential usability, accessibility, and safety issues and made recommendations for correcting them. I conducted a full usability study on the beta version of the application.
- iDEN Website: I conducted a competitive analysis comparing the Motorola iDEN website with those of its competitors. These results were used to enhance the information architecture of the site and are reflected in the new sitemap and wireframes I created for the redesign. I am currently conducting an online survey as research for a set of personas I am creating for the site redesign. These personas will then serve a variety of purposes, one of which is informing the keywords used within the site content.
- Internal web-app: I conducted heuristic reviews of screens and workflows for four different internally-used applications including a materials tracking application, a project management application, and quality-assurance workflow process application.

**Citrix**

*Usability Consultant*

I helped conduct a UI audit of their existing UI screens across their full product line. This included organizing, tagging, and evaluating screens so that the Citrix UI team could make any necessary changes to ensure consistency across products.

**Trendium, Inc.**

Usability Architect, March 2005 – July 2005

I was responsible for implementing usability principles into the screen designs and workflows for existing and new applications that monitored network traffic and service levels. Deliverables included interface designs for a Cisco co-branded application for monitoring network resources. I worked closely with engineering to provide graphical comps, html, and CSS files for implementation. I produced:

- Usability goals for the applications
- Wireframes and low-fidelity comps for usability reviews
- High-fidelity design comps using Fireworks
- Html and CSS files to be used by engineering for the application front-end
- Heuristic reviews of screens and workflows to improve usability
- Usability review meetings of screens and functionality

**FedEx**

*Freelance Consultant*

I facilitated a comprehensive usability study for major a shipping website ([www.fedex.com](http://www.fedex.com)). I produced a written report that detailed the results of adding additional billing functionality to an existing site and provided recommendations on how this could be implemented. I helped draft the functional requirements, flowcharts of the functionality, and a set of wire frames with recommended improvements in the user experience for a new billing component within the existing site.

## **PROFESSIONAL EXPERIENCE**

### **iXL, Inc.**

*Information Architect*, December 1999 to December 2000

Responsible for designing site navigation, ensuring usability, writing requirements, acting as a translator between client needs and developers, and working with the entire design team to ensure a successful client engagement and positive user experience.

Duties included:

- Determining client needs through joint-requirements sessions
- Translating those needs into a requirements document
- Applying use-cases to ensure all site functionality is documented
- Architecting site navigation to support audience needs
- Documenting task flows for functionality
- Storyboarding/Wireframing for conceptual site layout
- Leading document review sessions with the client
- Evaluating design and layout based on usability heuristics
- Conducting usability testing as necessary

Projects include:

- [www.accuship.com/index.html](http://www.accuship.com/index.html) My role as the Information Architect was to determine the best navigation for the target audience – potential clients and potential investors- and to organize the content for consistency and readability.
- [www.ti.com](http://www.ti.com) My role within phase II of this engagement was to help re-architect the C5000 and C6000 sections of the Developers Village.
- International Paper internal sales portal. My role as the information architect was to create an environment where sales could go for personalized content as well as sales-specific information as it pertained to their customers. The client deliverables included wireframes and high-fidelity page designs.
- iXL Marketing CD ROM. My role was to layout the navigation of this interactive CD ROM and script the voice-overs. The CD ROM was used as a marketing tool to educate potential clients about the services iXL offered.

### **Federal Express Corporation**

*Senior Business Application Analyst*, January 1998 to November 1999

Lead the in the creation of functional requirements for a Java-based client for an on-site shipping server. This included developing a requirements document for the system, working with external customers on our proof-of-concept prototype application, drafting user guides, and coordinating with our development groups the various development efforts needed to ensure success.

**Business Application Analyst, January 1994 to January 1998**

Major contributor on the project team that was responsible for the release of a client/server-based shipping application for Windows (FedEx Ship). Project lead for the Macintosh version. Co-lead on internet-based shipping application. Interfaced with external clients during usability and beta testing of applications. Duties included:

- Writing functional requirements for software features and architecting the user interface
- Conducting usability tests with external users on the interface and functional elements to ensure optimal user experience
- Coordinating and executing alpha and beta testing for three releases
- Interfacing with cross-functional groups such as Marketing, Legal, Ground Operations, Technical Support, and Development
- Providing software demonstrations to internal groups as well as to external customers
- Maintaining project schedules and progress reports for each release
- Reviewing and editing online help text and user manuals, and at times providing text for the documentation

**EDUCATION**

**University of Pittsburgh, Pittsburgh, PA**

Master of Science in Information Science  
Graduated: December 1993  
GPA: 3.5/4.0

**Robert Morris College, Pittsburgh, PA**

Bachelor of Science in Business Administration  
Major: Finance  
Graduated: May 1991  
GPA: 3.17/4.0

**PROFESSIONAL ASSOCIATIONS**

Member:

- Usability Professionals Association ([www.upassoc.org](http://www.upassoc.org))
- South Florida Technology Alliance ([www.southfloridatech.org](http://www.southfloridatech.org))
- Information Architect Institute ([www. www.iainstitute.org/](http://www.iainstitute.org/))