

TOM SCHNEIDER

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Integrating insights, strategy, creative & UX best practices
for inspired and responsive digital experiences

VP, User Experience

Rosetta

January 2013 – Present

- UX Manager/Lead for Healthcare Group in Princeton and NYC
- Thought leadership, new business development, resource management, quality & standards

Director, Experience Design

Rosetta

May 2007 – December 2012

- Created program architectures, site maps, wire-frames, flow diagrams, use-cases, personas, scenarios, functional specifications, and usability reviews.
- Represented Experience and Program Architecture(XPA) Dept. in client meetings for requirements gathering and strategy sessions.
- Worked with Consulting and Strategic Services to develop 7,000+ page re-architecture.
- Architected and designed cross-channel RM Programs for multiple clients.

Experience Architect

NutriSystem

February 2007 - May 2007 (contract)

- Consultant rearchitecting experience flow and checkout process.

Marketing & Design Director

YardWorks

May 2004 -December 2006

- Directed multi-channel marketing campaigns in online, print, cable, radio, and print media.
- Managed design and project management teams.

Director of Online Marketing

AmeriQuest Transportation & Logistics

March 2002 – May 2004

- Completed content audit, competitive analysis, usability review, and information architecture of online community portal sites and content management system, recommending and managing implementation of suggested improvements.
- Designed, developed, and managed HTML-based email newsletters for online communities.
- Wrote daily news summaries, weekly reviews, and articles for online communities.

Creative Director

Catapult Creative Group

December 2000 – March 2002

- Clients including; Boeing, NAI & Quickie Mop

Senior Web Designer / IA

Marketsource Interactive

April 2000 – December 2000

- IA and Designer for online marketing campaigns for MCI, Sports Illustrated, Campbells & McNeil Pharma.

Senior Web Designer

entrade.com

October1998 – March 2000

- Interfaced with upper management and business partners to insure expectations met for identities, launches, and marketing materials.
- Lead Designer/IA for start-up B2B Maker that became NYSE's #1 performing stock. Created marketing campaigns and materials, designed and launched 9 B2B vertical portals.

Artist / Web Designer

Boeing

May 1995 – October 1998

- Lead IA and design for over 50 departmental sites on Boeing corporate intranet.
- Managed contract staff of 7 Web designers and developers.



Thought Leadership

- Frequent contributor to UXmag.com
- Interviewed in MobileMarketer Magazine
- VP of Delaware Valley UPA ('09)

UX MAGAZINE



Awards

2014

CLIO HEALTHCARE AWARDS

- OPTIVE GANG
- Bronze, Integrated Campaign

2013

HORIZON INTERACTIVE AWARDS

- ROGERS ONE NUMBER
- Bronze, Websites
- ALLERGAN CONNECT
- Best in Class, Pharmaceutical

2012

ASTRID AWARDS

- MEDLEY HEALTH WEBSITE
- Gold, Healthcare
- CINCINNATI CHILDREN'S HOSPITAL
- Silver, Healthcare Website

CREATIVITY MEDIA & INTERACTIVE AWARDS

- MEDLEY HEALTH
- Silver Award
- PILOT PEN "PEN THE POSSIBILITIES"
- Honorable Mention
- ROGERS COMMUNICATIONS – ROGERS CONNECTED REP APP
- Honorable Mention
- TRIA – WELCOME TO THE STATE OF TRIA
- Honorable Mention

HORIZON INTERACTIVE AWARDS

- TRIA BEAUTY
- Best in Category, Email Marketing - Gold,
- Integrated Marketing - Silver, E-commerce
- PILOT PEN "PEN THE POSSIBILITIES"
- Gold, Email Marketing - Gold, Integrated Marketing - Gold, Social Media
- MEDLEY HEALTH
- Gold, Business to Business - Silver, Consumer Information
- THE CONNECTEDREP APP
- Silver, Utility

IMA AWARDS

- MEDLEY HEALTH WEBSITE
- Outstanding Achievement, Healthcare
- ROGERS CONNECTED REP
- Outstanding Achievement, B2B

INTERNET ADVERTISING COMPETITION

- MEDLEY HEALTH
- Best Healthcare Provider Website
- ROGERS CONNECTED REP APP
- Best B2B Mobile application

JOHN CAPLES INTERNATIONAL AWARDS

- PILOT PEN
- Finalist, Integrated campaign

MOBILEWEB AWARD

- ROGERS ONE NUMBER
- Best B2B Mobile application