

Jim Machajewski

User Experience Leader and Strategist

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EXPERIENCE

Dell, Round Rock, TX — Director of User Experience

October 2013 - May 2016 (2 Years 7 Months)

Managed a large team of architects, designers, taxonomists, front-end developers, prototypers and content strategists within the larger Commerce Services Digital Customer Experience team of Dell.

Responsible for direction and strategy for global dell.com initiatives while directly supporting the commercial, commerce, and support product units. Responsible for design direction and strategy for the Dell Sales Application (DSA), a web based global sales tool used by Dell sales agents and partners. Primary owner of the global taxonomy for all Dell online properties and for the global masthead and footer. Responsible for the overall user experience and design of Premier, Dell's B2B and partner eCommerce experience representing over \$9B of annual revenue.

Dell, Round Rock, TX — Associate Director of User Experience

June 2010 - October 2013 (3 years 4 Months)

Led a team of User Experience Architects within the larger Global Site Design (GSD) team of Dell. Responsible for the direction and strategy of UX initiatives within Dell's eSupport and Search sections of the dell.com website. Managed the development and ongoing maintenance of Dell's global pattern library. Coordinated and oversaw the relationships between GSD and Dell's external agency partners.

Perot Systems (Dell), Plano, TX — Sr. Manager, Business Research/Analysis – Digital Media

October 2008 - June 2010 (1 Year 9 Months)

Manage the day to day enhancements and maintenance of perotsystems.com and various other global web entities own by Perot Systems. Plan long term strategies for growth and evolution of Perot Systems' web presence. Deliver data analysis and reports to support online marketing efforts. Support on-going online integration efforts between Dell and Perot Systems. Led a small team of Designers, Videographers, and Photographers to support the larger marketing organization.

SKILLS

User Experience Strategy & Execution

Product & Program Management

User-Centered Design Process

Usability Testing & Research

AWARDS

Leadership Round Rock 2014

Selected by the Round Rock Chamber of Commerce and awarded a full scholarship to attend the 2014-2015 program.

ASP's Ten Best Web Support Sites. Strategy and leadership in the redesign effort for Dell's Support Experience lead to receiving this award after a 7 year hiatus.

Dell Gold Champion Award

Dell Silver Champion Award

Big(D)esign Conference - Speaking Engagement

UXnet Ambassador for DFW locale

Society for Technical Communicators & Usability Professionals Association - Speaking Engagements

CIO 100 Award - Ksolutions

Coremetrics, Southlake, TX — *Manager of User Experience*

March 2008 - October 2008 (8 Months)

Developed and managed repeatable user experience processes for Coremetric's online analytics software. Worked with product management, product development and marketing to deliver custom interfaces for key customers.

Perot Systems, Plano, TX — *Manager of Information Architecture*

January 2004 - March 2008 (4 Years 3 Months)

Managed a large team of Information Architects primarily for our healthcare client projects: Tenet Healthcare, Catholic Healthcare West and others.

Indepandant Contractor, Dallas, TX — *User Experience Consultant*

April 2002 - December 2003 (1 Year 8 Months)

Worked under contract for a number of large and medium sized businesses on including Verizon, Kinkos, The Mind Electric and Encisive

KSolutions, Irving, TX — *User Interface Designer*

March 2001 - September 2002 (1 Year 6 Months)

Sole user interface and front-end development resource for a knowledge management, custom software, development company.

Scient, San Francisco, CA & London, UK — *Sr. Front-End Technology Engineer*

December 1999 - December 2000 (1 Year 1 Month)

Lead small teams of front-end development resources on 2 large projects. Developed an online insurance management application for Hewitt Associates (Sageo.com). Built a content rich eCommerce engine for Boots Pharmacy (wellbeing.com).

Dresser Industries, GTE, Verizon, Dallas, TX — *UI Designer & Front End Developer*

October 1996 - December 1999 (3 Years 2 Months)

EDUCATION

Sam Houston State University, Huntsville, TX — *BFA Communications*

KSHU Program Director. Cable Channel 7 Promotions Director, Rotaract

VOLUNTEERING

Executive Board Member & Information Officer

2015-Present

Round Rock Dragon Band Boosters

Photographer and Videographer

2013-Present

Round Rock Dragon Band

Board Member At Large Technical Advisor

2009-2010

The Colony Playhouse

Musician

2004-2010

Southlake Community Band

INTERESTS

Photography

Music Performance

Travel

Cooking