

 yaplabs.com

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INTRO

Over 16 years of experience designing solutions and building teams. Proven track record of creating innovative solutions for consumers, enterprises, and government agencies. Designed products with revenues or savings upwards of \$200M per year. These products have been used by more than 400 of the Fortune 500s and millions of individuals users.

Worked with large-cap, mid-cap, and start-up organizations. Previous projects include B2E, B2B, B2C, and internal solutions. Designed applications for Android, iOS, Windows, and web platforms across every common form-factor on the market today (and several no longer on the market). Products have been distributed as SaaS, on app stores, and even in boxes with CD-ROMs.

Looking for an opportunity to lead a great design team, and develop delightful (and pragmatic) solutions to complex problems. We should change the world and make civilization a bit better one design problem at a time.

SKILL HIGHLIGHTS

PRODUCT DESIGN

- Designed solutions for...
 - HTML5
 - Silverlight
 - Flash/Flex
 - Windows 2k/XP, Vista/7
 - Windows 8 / 10
 - iPad / iPhone
 - Android tablets / phones
- Product vision casting
- Needs analysis
- Information architecture
- Business process design
- Data visualizations
- Visual design
- Behavioural studies
- Cognitive walkthroughs
- Usability studies
- Persona definition
- Heuristic analysis
- Wireframe development
- User acceptance testing

BUSINESS

- Team building
- Director of product and design resources
- Product management
- Entrepreneurship
- Capital raising
- Financial projections
- Corporate vision casting
- Vendor / outsourcing negotiations
- Business development

EDUCATION

- BSM (Finance / Comp Sci)
- MBA
- MS-ITM (HCI focus)

TECHNICAL

- Rapid prototyping
- HTML5 / CSS3
- Coffeescript, Javascript, JQuery 1.2+
- Ruby, Ruby on Rails
- Python, Django
- PHP5 (Word Press, CakePHP)
- C, C++, C#
- SQL, PL/SQL 10g
- VB .NET 1.0-3.0
- Quality assurance
- Web prototyping
- Limited Windows, Debian, Darwin and BSD administration
- Limited mechanical prototyping in wood, plastic, metal, cardboard, etc.



HISTORY SUMMARY

Co-founder / Sr Director of UXD <i>Multi-tenant Real-estate and Community Building</i>	Reva	Jul 2015 - current
Director of UXD <i>Media Monitoring and Business Intelligence</i>	Meltwater	Aug 2014 - Jul 2015
UX Team Manager / Principle Designer <i>Education (K-20)</i>	Kno (<i>acquired</i>)	Mar 2012 – Sep 2014
Team Lead Design & Eng (<i>consulting</i>) <i>Identity and Security</i>	TrustedID	Feb 2012 – May 2012
Principle Designer / Sr Product Manager <i>Enterprise HR Software</i>	HumanConcepts (<i>acquired</i>)	Jan 2011 – Mar 2012
Principle Designer / Sr UI Engineer <i>Social Reputation Analysis</i>	Reppler (<i>acquired</i>)	Jun 2010 – May 2011
Principle Designer (<i>consulting</i>) <i>Enterprise HR Software</i>	HumanConcepts (<i>acquired</i>)	Oct 2009 – Jan 2010
Co-founder / CEO <i>Social Network Integrator</i>	Bum.pr (<i>defunct</i>)	Jan 2009 – May 2010
Principle Designer (<i>consulting</i>) <i>Social Network / Blog</i>	Plum Keeper (<i>defunct</i>)	Apr 2008 – Jul 2008
Principle Designer (<i>consulting</i>) <i>Financial Budgeting</i>	Alight Planning	Aug 2008 – Dec 2008
Co-founder / Product Lead <i>Tax Service</i>	1099reporter (<i>defunct</i>)	Jan 2008 – Apr 2010
Principle Designer (<i>consulting</i>) <i>Incorporation and Legal Services</i>	Intuit: MyCorp	Nov 2007 – May 2008
Principle Designer (<i>consulting</i>) <i>Personal Home CAD/BIM</i>	Autodesk: Homestyler	Oct 2007 – Mar 2008
Interaction Designer <i>Tax and Financial Software and Services</i>	Intuit: TurboTax	Nov 2006 – Sep 2007
Sr Business Analyst <i>Student Loans</i>	Nelnet	May 2006 – Nov 2006
Graduate Research Fellow (HCI) <i>Economic and Community Development</i>	Creighton University	Aug 2005 – Nov 2006
Computer Programmer Systems Analyst <i>National Defense / Medical Information Systems</i>	US Air Force	Apr 2003 – Aug 2005
Lead Computer Programmer <i>Higher Education</i>	Tulane University	Jan 2001 – Jan 2003



RECENT PROJECTS

Reva (reva.tech)

Jul 2015 – current

title Co-founder / Senior Director of User Experience Design

product Property management for multi-tenant real estate

solution A modernized approach to property management, specifically focussed on multi-tenant real estate and community building.

results

- Built up the product team, and designed a new solution
- In progress, but still under the radar...



REVA
TECHNOLOGY
founded 2015
staff ~40
private company

Meltwater (meltwater.com)

Aug 2014 – Jul 2015

title Director of User Experience Design

product Meltwater is an industry leader for media monitoring across traditional news, blogs, social media, and more.

solution The new Meltwater media intelligence platform expands media monitoring, engagement, and benchmarking to new heights.

results

- Launched the completely rebuilt application and brand
- Revitalized the position and priority of UXD within the corporate culture
- Expanded the UX team from 3 to 9 designers and product managers
- Introduced standardized UX, UI, and visual design patterns across all of the product lines
- Defined strategic and tactical roadmaps across product lines and teams for 2+ years of objectives
- Led innovative UX approaches to displaying text data in visualized, decision support interfaces designed for C-level executives
- Coordinated the transition of existing customers to the new platform
- Initiated stronger usability testing and research to better inform product direction
- Established consumer analytic gathering and analysis across products to inform priority and design decisions with data



Meltwater
founded 2001
staff ~1,000
private company



Kno, Inc. (kno.com)

Mar 2012 – Sep 2014

title UX Team Manager / Principle Designer

products Kno, Kno for Schools, Kno for Classrooms, Kno for Publishers, Insight

solution Innovative education and textbook platform available across platforms with tools for students, parents, teachers, schools, and content publishers. Kno's catalog has over 250,000 books, including many major education publishers.

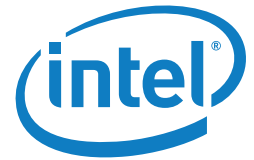
results

- Expanded the user experience team from 2 to 7 designers
- Expanded the product team from 3 to 5 product owners
- Lead product management of consumer and enterprise, which were designed and built to solve institutional and classroom problems
- Acted as product manager for several core products in the solution family while building the team up
- Expanded platforms supported to include Android, iOS, Windows 7, Windows 8, and web (all native solutions except web)
- Refined core information architecture and base interactions to create a consistent experience across all platforms while maintaining native standards
- Contributed to large year-over-year annual growth for two consecutive years
- Deployed enterprise solutions in Asia, Europe, North America and South America
- Spearheaded efforts to improve accessibility on all platforms, and release in 9 different languages
- Coordinated several ethnographic and usability research studies to inform priorities, design, and product direction
- Prototyped teacher content generation, collaboration, and distribution tools
- Prototyped education content gamification geared toward 3rd-6th grades
- Designed hardware specific solutions to leverage Intel's unique contributions to hardened tablets and 2-in-1 specifically designed for education
- Supported design and product management for over 300 software releases in 18-months



founded 2009

acquired 2013



founded 1968

staff ~100,000

revenue \$53B

mkt cap \$150B

ticker INTC



EDUCATION

Creighton University (creighton.edu)

Jun 2004 – May 2006



location Omaha, NE

degrees Master of Science in IT Management (focus on HCI)
Master of Business Administration

achievements

- Awarded fellowship position
- Researched user-experience design and organisational behaviour
- Developed business-community relationships and improved business ethics programs with several professors

Tulane University (tulane.edu)

Aug 1999 – Dec 2002



location New Orleans, LA

degree Bachelor of Science in Finance
Minor in Computer Science

achievements

- Bloomberg published analysis of micro-cap TORC (since sold)
- Researched user-experience design and organisational behaviour
- Taught 4th - 6th grade students theatre and math
- Managed the Student Employment Office IT resources

MORE

More information about these and other projects is available at yaplabs.com. You can also view my LinkedIn profile at [linkedin.com/in/joshhall](https://www.linkedin.com/in/joshhall).

My hobbies include scale model making, board games, and a wide variety of books, music and movies.

References and additional materials are available upon request.

