

Steve Mariani

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Objective

Strategic, versatile and technical Experience Design manager seeks leadership of a growing user experience organization.

Executive Summary

I am an experienced cross-functional team manager. I have lead and realigned large user centered design teams to produce innovating solutions that competitively differentiate, elevate brand equity, engage and delight. I have over ten years of experience delivering Experience Strategy, Design & Research across digital, interpersonal and physical products and services. I am an expert in UX, HF, UCD process and methodologies and I empower innovative thinking and foster creativity.

Career Highlights

- Radically transformed DVD rental industry by designing the Redbox/DVDPlay DVD Kiosk that greatly increased traffic flow to McDonald's restaurants and Safeway stores nationwide and boosted rental revenues.
- Recaptured lost revenue at eBay through the design of the Review and Guide section and multiple dynamic-content landing pages.
- Successfully realigned, forged and managed several global cross-functional UX teams.
- Formulated and carried out UX and IP strategies that measurably elevated brand equity and ROI of UX disciplines.

Experience

Owner, Strategist and Chief Designer - Fluid User Experience. Portland, OR. 1/09 to Present

- Created strategic UX vision, intellectual properties strategy, architecture and design tools.
- Designed interactive experiences, social media, web, TV, and mobile applications.
- Planned and executed ethnographic research, rapid prototyping and design evaluations.
- Provided management consulting to realign, establish and measure global UX organizations.
- Latest clients and projects:
 - Intel – Manufacturing. Significantly improved usability and throughput of Intel's mission critical global manufacturing excursion management system through re-design and application of UCD methodologies.
 - Intel - Software Services Group. Created new Performance Guide add-on for discovery and guidance of parallel processing methodologies as part of the Visual Studio version of Intel called Parallel Studio.
 - CoreLogic (First Advantage). Eliminated call center operator training and increased call throughput, revenue generation, customer retention and satisfaction with completely new design of web/cloud based, intuitive call center application.
 - Intel – IT Human Factor Group. Realigned Intel's global web publishing process and system for all Intel websites publications with design of new system.
 - HP Printers Division. Reinforced HP Brand and usability of commercial printers through research and design of printing desktop application.
 - Intel - Digital Home Group. Conducted research and design for prototypes and futuristic Television/Internet merged applications for Yahoo Widget Channel, TiVo, JVC, Disney and ESPN.

Manager, User Experience Group - Tektronix, Inc. Beaverton, OR 11/06 to 01/09

- Responsible for Tektronix entire product portfolio redesign in Industrial Design, Interaction Design and Graphics Design that elevated brand equity and institutionalized User-Centered Design best practices and methodologies in the product development process.
- Realigned global User Centered Design group consisting of 12+ FTE and \$3M+ budget.
- Responsible for distributions, business plans, performance, recruitment, and global UX growth.
- Forged strong top level corporate and client partnerships that lead to high level UX initiatives.
- Delivered top level user experience and intellectual property strategy.
- Managed negotiations and collaboration with international design and research firms.

UX Manager/Architect - Extreme Networks. Mountain View, CA 10/05 to 11/06

- Forged & managed cross-functional globally distributed User Experience team.
- Managed and executed R&D activities to deliver innovating and brand defining Network Management solutions.
- Improved UX ROI and streamlined product development cycle by institutionalizing best practices and methodologies in UCD, Interaction Design, and Usability.

Manager, User Experience & Advertising - DVDPlay Los Gatos, CA 05/04 to 05/05

- Designed the Redbox DVD Rental Kiosk that radically transformed DVD rental industry by greatly increasing traffic flow to McDonald's restaurants and Safeway stores nationwide and boosting rental revenues.
- Conducted ethnographic and market research, store traffic and foot traffic analysis.
- Served as focal point in the realization of a nation-wide captive-audience digital advertising network to assemble hardware and software from third party vendors and negotiated contracts.
- Forged strong client, vendors, partners strategic alliance to support nationwide deployments.
- Forged and managed the User/Customer Experience team.

User Experience Consultant – Mariani Studios (agency) Silicon Valley, CA 02/98 to 11/06

- Designed eBay's Review and Guide section and high dynamic content landing pages for multiple geographies to recapture lost revenue and traffic.
- Won "Best in Class" nomination by HR.com for ease of use of the Motiva8 employee incentive management application by leading the front-end design team at Oracle (then Siebel).
- Successfully realigned and managed a globally distributed design and development team to build Macrovision's peer-to-peer anti-piracy application.
- Designed and developed user interfaces for web and desktop apps in J2EE, Flex and .Net for start-ups and Fortune 500 companies.

Education

Bachelor of Science in Computer Engineering, BS
San Jose State University - San Jose, CA. 12/1999

Skills

- Research and Design Team Management
- UX Strategy, Design and Research
- Intellectual Property Strategy
- User Experience Design (UX)
- User Centered Design (UCD)
- Human Factors (HF)
- Interaction Design (IxD)
- Information Architecture (IA)
- Rapid Prototyping
- Storyboards, Wire-frames & Mockups
- Personas, Use Cases & Scenarios
- Usability
- Ethnographic and Market Research
- Engagement Management
- Ideation Facilitation
- On-line and Off-line media production
- Front-End Software Web and Application development in J2EE, .NET and Flex
- Languages: HTML, XML, XAML, Javascript, CSS, Java, WPF
- Preferred Tools: Adobe CS (Photoshop, Dreamweaver, Final Cut)