

# Senior User Experience Strategist

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### MY ROLE OBJECTIVE:

“I'm looking for the opportunity to collaborate with people who are passionate about making technology and the Web easier to understand and use.”

“While doing this, I'd like to apply my balanced expertise in **Information Architecture, Visual Design, Usability, and Web and Marketing Strategy** towards delivering exceptional experiences that are useful, usable, and desirable. Ideally, the opportunity would embrace rapid prototyping, benefit from bringing in best practices from the social and active Web, and have room for a sense of humor at the appropriate times.”

### WHY I'M A FIT FOR THE ROLE:

“I am appropriate and qualified for this role because I have worked in nearly every aspect of the Web development process. My career has presented opportunities to collaborate in **interactive agencies, corporate marketing teams, start-ups**, and a wide **range of clients working as a consultant**. Through this collective experience I have gained an intuition for identifying and targeting areas within Websites, applications or tools that will benefit from user-centered design techniques. My multidisciplinary skill set allows me to quickly translate strategies into focused experience blueprints. I do all this with a humorous approach because even though business challenges are serious, a good sense of humor takes the edge off group collaborations and makes rapid problem solving more approachable and enjoyable.”

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## WISHLIST OF THINGS I'D LIKE TO DO IN THIS ROLE:

Mentor or oversee information architects and user interface designers

Encourage teams to use visual explanations to share their ideas

Evangelize user-centered design within the organization

Research and test drive prototyping tools and emerging technologies

Test proposed experiences early and often with real users

Contribute to thought leadership

## KEYWORDS ASSOCIATED WITH ROLE:

Information Architecture, User Experience Design, UI Planning, Interaction Design, Usability, Interface Design, Visual Explanations, Rapid Prototyping, White Board Modeling, Information Design, Wire Frames, Flow Diagrams, Site Maps, Experience Blueprints

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## EXPERIENCE HIGHLIGHTS:

### **Slingthought ([www.slingthought.com](http://www.slingthought.com))**

**Title:** Senior User Experience Strategist and Principal

**Dates:** May 2004 – Present

"Operating and managing Slingthought has given me the opportunity to bring my collective experiences together to focus on User Experience Strategy. The multidisciplinary approach enabled me to bridge gaps between strategy, information architecture, and visual design. I've gained a greater perspective on what it takes to develop client relationships, create rapid tools for communicating Web strategies, and most importantly deliver confidence to a

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wide range of clients and business partners.”

### Key Takeaways from this role

<b>Positioned and marketed User Experience Strategy</b>
<b>Started a Limited Liability Corporation</b>
<b>Collaborated with virtual project teams in Columbus and Toronto</b>
<b>Created selling tools and visuals for pitches and new business development</b>
<b>Managed marketing, business development, client relationships and billing</b>
<b>Applied multidisciplinary approach to client work and brought together Information Architecture, Usability, Design and Interactive Marketing</b>

### Clients I had the good fortune of working with

Arnold Classic, ArmedForcesGiftShop.com, Best Home Medical, Columbus Zoo and Aquarium, Corporate Team Professionals, Jack Hannah, OSU Alumni Association, Pacer Global, Nationwide Insurance, White Castle, Motorola, Ohio’s Division of Wildlife

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### Align Interactive formerly i5 Consulting

**Title:** Senior User Experience Architect, Consultant

**Dates:** February 2005 – August 2008

"I had the opportunity to contribute to the marketing and positioning of a start-up interactive agency while pushing the limits of my rapid prototyping techniques for several clients. Since the team was nimble, I played several roles within the company working as a strategist, information architect and designer, an experience which allowed me to fire on all cylinders."

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## Key Takeaways from this role

**Refined my rapid prototyping skills with Photoshop CS3 and Axure RP**

**Contributed to the marketing strategy of two start-ups**

**Collaborated with virtual project teams in Columbus and Toronto**

**Created selling tools and visuals for pitches and new business development**

**Gained greater exposure to ecommerce business practices from front-end development to fulfillment, and customer service**

**Applied multidisciplinary approach to client work and brought together Information Architecture, Usability, Design and Interactive Marketing**

## Clients I had the good fortune of working with

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## Shift Global

**Title:** Senior Information Architect

**Dates:** 2004 – 2005

"During my experiences with Shift I gained exposure to working with global project teams. I collaborated, managed project work and drove creative direction with teams in Bulgaria, the UK, and several major cities across the United States. Not a single client was located in Columbus, so I quickly developed virtual project team techniques. A majority of the work was Flash-based, so I

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adopted an appreciation for time-based and more interactive experience design.”

### Key Takeaways from this role

<b>Developed deeper project management and creative direction skills</b>
<b>Worked as the sole information architect and U.I. planner for the agency</b>
<b>Collaborated with virtual project teams inside and outside the U.S.</b>
<b>Focused on Intranet and custom application information architectures</b>
<b>Gained greater exposure to interaction design for Flash-based work</b>
<b>Participated more in visual design and concept exercises</b>

### Clients I had the good fortune of working with

Bacardi USA and Bacardi Global, Dewars, Bacardi Mojito, Panasonic Toughbooks, HomecareDelivered.com, Nielsen NetRatings, Liberty Mutual, Comdata

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### Online Computer Library Center (OCLC)

**Title:** Corporate Communications Web Manager

**Dates:** 2003 – 2004

"This position gave me perspective on leading large Web initiatives from within a corporate setting. I had previously worked on the other side of the fence pitching work to corporations, so it helped me relate to the challenges of working within budgets, overcoming political hurdles, and navigating the company hierarchy to move projects forward. This was also my first taste of managing a team of 5 employees and being held accountable for their performance.”

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## Key Takeaways from this role

**Delivered a successful re-architecture and redesign of a massive corporate site within a content management system**

**Evangelized information architecture and usability within the corporate marketing and information technology groups**

**Operated as the organization's sole information architect while serving a dual role as manager of the corporate marketing Web team**

**Bridged gaps between Corporate Marketing, Information Technology, Professional Development, Research, Quality Assurance and Project Management groups**

**Gained greater exposure to marketing service-focused offerings**

## **OCLC Services I had the good fortune of working with**

WorldCat, FirstSearch, NetLibrary, Dewey Decimal Classification Services, ContentDM, WebJunction

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## **Resource Interactive**

**Title:** Information Architect

**Dates:** 2000 – 2003

"In this role I quickly learned the politics of working within collaborative teams on large-scale Web initiatives. It was here that I also learned the art of pitching and selling ideas to executives. I appreciate the trust that I developed with colleagues that I still keep in touch with today and the exposure I had working with powerful and influential client brands."

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## Key Takeaways from this role

Pioneered within the information architecture field as it grew as a formal discipline in the business world

Defined the visual language for key deliverables such as wire frames, scenario flows, site maps and ad hoc diagrams and models

Learned to collaborate with full projects teams within retail, manufacturing, arts and entertainment-focused studios

Gained exposure to the inner workings of large interactive agencies

Developed my presentation skills for clients and thought leadership

## Clients I had the good fortune of working with

LimitedBrands, HP, Ford, Match.com, Rand McNally, Wendy's, Huntington, Nationwide Insurance

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## EDUCATION:

### Columbus College of Art and Design

**Degree:** Bachelor of Fine Arts

**Focus:** Illustration Major, Advertising Design Minor

**Dates:** 1989-1993

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## APPLICATION EXPERIENCE:

**Visual Design & Creative-** Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe Fireworks CS3, Adobe Dreamweaver CS3, Adobe Acrobat Pro, Lightroom 2, Aperture, iPhoto, VectorMagic, Color Schemer Studio, Corel Painter X, SketchBookPro

**Office and Presentation-** Word 2008, Excel 2008, Powerpoint 2008, Apple Keynote, Camtasia Studio, Jing, ScreenFlow, IShowU, SnapzPro, Snagit

**Prototyping for UX-** Visio 2007, Axure RP Pro, OminOutliner Pro, Mindjet Mindmanager, OmniGraffle Pro

**Proficient with Windows XP Pro, Mac OS 10.5.5, VMWare Fusion, CrossOver and Parallels for Mac**

## INTERESTS:

Experience Design, Information Architecture, Rapid U.I. Prototyping, Axure RP Pro, Visio, Mind Mapping, White Board Modeling, Wire Framing, Usability, UX, User Experiences, Interaction Design, Visual Communications, Art, Design, Typography, DJ Mixing, Improv

## GROUPS AND ASSOCIATIONS:

Member of the Information Architecture Institute

Member of the Columbus Tech Life Wiki

**LinkedIn Groups:** Apple Professionals, Central Ohio Network, Columbus Society of Communicating Arts, COUPA, Interaction Design Association, Online Marketing Experts, Resource Interactive Community & Alumni, User Experience Group