

MITCH HAZAM

call 703.731.4291

mhazam@comcast.net

Information Architecture (IA), User Interface Design (UI), User Experience (UX), User Centered Design, Interaction Design, Web Design, Mobile Application Design, Mobile Web Design, Graphic Design, Usability Testing, Branding and Identity, CSS, XHTML, Design Requirements Documentation, Search Engine Optimization (SEO), Brand Strategy, Product Marketing, CSM Certified

AOL; Oct 2008 – Current

ASSOCIATE CREATIVE DIRECTOR

“ The amount of information available in [the] DailyFinance [iPhone application] is simply staggering. However, what makes DailyFinance amazing is the organized way in which that information is presented, and the interface for navigating through the sea of data. ”

—*MacWorld*, June 9, 2009

Creative Director / Lead User Interface Designer / Information Architect for AOL Money & Finance, DailyFinance, WalletPop, Fanhouse Data Pages, AOL Small Business, Luxist and BloggingStocks. Responsible for the user experience and visual execution across all products. Manage a team of four—one user interface designer and three visual designers. Work closely with the product managers, senior executives and development teams world-wide to set overall product strategy and drive product requirements and execute the web applications, mobile applications and web content sites. Responsible for maintaining user experience standards and consistencies across the suite of products as well as conducting usability tests. Responsible for conceptual development, execution and maintaining coherency between information design and visual execution. Serving as a product owner for DailyFinance iPhone, Blackberry and Android mobile applications as well as DailyFinance Pro desktop financial application. Most recent projects include the DailyFinance iPhone application, re-launch of the AOL Money & Finance Advanced Charting web application and the ongoing re-branding efforts of the AOL Money & Finance suite of products. Currently developing the information architecture and visual design for a Blackberry & Android mobile applications, a desktop financial application, multiple web applications and web site re-architectures and re-brands, as well as other syndication content models for AOL Money & Finance and other AOL content properties.

AOL; Feb 2007 – Oct 2008

**PRINCIPAL USER INTERFACE DESIGNER
AND INFORMATION ARCHITECT**

“ ...AOL has nicely rounded up its inventory of finance-related sites...organized well enough that it can be a main and perhaps only stop for all your investment & finance needs. ”

—*Mashable.com*, July 15, 2008

Lead User Interface Designer / Information Architect for AOL Money & Finance, WalletPop and AOL Small Business. Managed the user interface team, including internationally based contributors. Worked closely with the product managers, senior executives and development teams world-wide to set overall product strategy and to drive the product requirements and execute web applications and web content sites. Responsible for maintaining user experience standards and consistencies across the suite of products as well as conducting usability tests. Completed the re-architecture of the personal finance site WalletPop, as well as the ongoing user interface design, interaction design and information architecture of the AOL Money & Finance suite of products; focused on the AOL Money & Finance stock web applications. Continued to conceptualize, visually design and develop enhanced interactive data modules and syndication experiences across the AOL Money & Finance suite of products and other AOL content properties.

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AOL: July 2006 – February 2007

**SENIOR USER INTERFACE DESIGNER
AND INFORMATION ARCHITECT**

Lead User Interface Designer / Information Architect for AOL Money & Finance. Responsible for the revitalization of the AOL Money & Finance web application, including the development of the information architecture and interaction design. Web application is dedicated to delivering stock data and detailed investing information through the use of interactive charting and a easy-to-use content architecture. Worked closely with the product managers, senior executives and development teams worldwide to re-architect the financial web application; subsequently, created a visually enhanced data display, developed an improved user experience with intuitive interaction models, and created more efficient content organization.

AOL: July 2003 – February 2005

**SENIOR USER INTERFACE DESIGNER
AND INFORMATION ARCHITECT**

Lead User Interface Designer / Information Architect for AOL Money & Finance. Responsible for the client application product suite, including AOL Bill Pay and AOL Vault. Worked closely with the product managers and development teams all over the world to enhance the AOL member experiences within the AOL client application. Also served as the user interface design lead for AOL Yellow Pages, AOL City Guide and Local Search redesigns. Performed heuristic evaluations of the AOL Studio tools (internal), including the asset management system (Telescope), asset processing system (AMR), and employee resource tools. Completed the re-architecture of the application including style guides, site flows, and usability, as well as front-end web development.

Creatrixs, Inc: February 2001 – December 2002

CO-FOUNDER

Creative Director / Lead User Interface Designer / Information Architect / Visual Designer for client projects. Focused on business development, creative project management, marketing collateral, user interface and visual design lead on client projects. Worked closely with the client senior executives and Creatrixs development team to set overall project strategy, drive the client requirements and execute web applications and web content sites. Conceptualized and designed client projects by detailing user experience and visual identity, established usability guidelines for integrating content and features, provided heuristic evaluations of existing products as well as conceptualized and modeled web navigation and content organization flow. Feature client projects include the US Customs portal design and architecture, and KPMG Structured Finance Group web application redesign and content optimization. Maintained a working knowledge of web browser restrictions and/or requirements, managed and produced creative design and integration projects for clients including multimedia, marketing, web and print design.

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Enterworks, Inc.: August 1999 – October 2001

**PRODUCTION MANAGER /
MULTIMEDIA DESIGNER**

Production Manager / Multimedia Designer for Enterworks training department. Managed a design team in conjunction with the training course content team to develop an Action Learning Tool (web-based training tool); which included user interface design, interaction models, visual content creation and application development using Flash and HTML. Designed architecture and product graphics for training and marketing materials, training manual layout and production, and internet training web site development for the entire suite of Enterworks software products. Created product user interface for two web-based products (Enterworks Process Integrator and Virtual Information Portal Reporting System), and designed *Systems Inc.*, a mock company internet site developed for working demos of the Enterworks Suite of products.

Freddie Mac: June 1998 – August 1999

MULTIMEDIA DESIGNER

Multimedia Designer for Freddie Mac information services department. Managed and developed visual design and information architectural solutions for intranet web site properties. Developed on-line training courses including user interface architecture, information flow, and visual design, as well as the development and delivery of stand-up training courses in web design and graphic creation software. Created video and multimedia productions for corporate events including filming, animation sequences, and sound and video editing.

CONTRACT DESIGNER

Vintage Swank: October 2003 – Current

Development of the e-commerce web site, user interface design, information architecture and on-going site maintenance. Utilized XHTML, CSS and JavaScript for the web site development, as well as complete SEO optimization of the site content. The e-commerce platform and implementation was completed using MIVA Merchant and VeriSign Payflow Pro.

Pinwheel Media: July 2007 – August 2007

Developed the multimedia design agencies web site including the complete XHTML, CSS and JavaScript implementation as well as complete SEO optimization of the site content. Served as a development contract resource on multiple design projects responsible for XHTML, CSS and JavaScript development.

McConnell International: April 2003 – June 2003

Redesigned the international consulting company's web site to include a more professional image by providing better information architecture and content distribution. Responsible for the overall visual design and brand identity. Utilized XHTML, CSS and JavaScript for the web site development.

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CONTRACT DESIGNER

Detroit City (via DCC Services and OmniLearn): **February 2003 – March 2003**

Designed and developed Flash training interface templates for on-line CBT courses, including animations and user interactions, user interface design and usability testing.

Bart and Associates: September 2000 – December 2002

Designed and developed corporate web site, including information architecture, usability and provided continual web maintenance for the government consulting company. Utilized HTML, CSS and JavaScript for the web site development.

Ocular Networks: January 2000 – August 2000

Developed the corporate brand and identity including logo design, business cards, stationery, and print ad material. Developed the corporate web site utilizing HTML and JavaScript.

ADDITIONAL DETAILS

Recognition

DailyFinance iPhone application selected and featured by Apple, Inc. in a television advertising campaign for the iPhone 3.0; Premiered Sept. 2009.

Publications

Scott, Bill & Neil, Theresa. Designing Web Interfaces. Page 117-118.

“Best Practices for displaying detailed overlays.” Pub. O’Reilly, 2009.

Certifications

CSM Certified, Rally Certified Scrum Master Agile Training; August 2008

Proficiencies

Adobe CS4 (Illustrator, Photoshop, Dreamweaver, Acrobat), XHTML, DHTML, CSS, JavaScript, Mac OSX, Windows OS, Clearview – TOBII Eye-tracking system, Miva Merchant (e-commerce platform)

Education

Bachelor of Arts in Studio Art, Specialization in Graphic Design; Minor in Communications
Virginia Tech; Blacksburg, VA.; May 1998