

# Simeon Kessler

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www.simeonkessler.com  
512.507.0330

## Experience

Education Partners, User Interface Architect

*November 2015 - Current*

- Collaborated with product management and development to re-envision and re-architect a legacy career college enrollment and financial aid application
- Researched the U.S. Government's rules and laws for title IV financial aid
- Evaluated the usability of legacy applications and identified opportunities to improve learnability and user experience
- Designed a flexible system for modeling a diverse set of academic structures which broadened the products applicability to all higher institutions of learning
- Crafted numerous Balsamiq mockups, which documented new components including: institutional structure, teams, users, roles, permissions, settings, programs, pricing, and academic patterns
- Created an ExtJS 6 reference implementation to encourage consistent code patterns and to lessen the development team's learning curve
- Conducted customer design reviews to gather feedback and validate solutions

Mozu (Volusion LLC), Sr. Software Engineer

*May 20013 – November 2015*

- Collaborated with product management and user experience on the design of core sections of the Mozu platform utilizing: balsamiq mockups, design specifications, and the implementation of an inclusive design review process
- Built components and features for the Mozu Platform including: products, order management, inventory, locations, settings, discounts, coupons, publishing, categories, and dynamic expressions utilizing ExtJS 4 and ASP.NET MVC
- Identified and addressed deficiencies in low level code patterns and components
- Introduced new UI patterns and components to improve user experience
- Implemented system wide support for keyboard navigation and context menus
- Mentored UI designers and developers in the design and implementation of rich Internet applications.

Dell, Sr. User Interface Architect

*April 2008 – May 2013*

- Worked with the Dell Services CTO to evangelize rich internet client design and implementation techniques throughout the services organization
- Represented the Dell services organization in an effort to bring better user Interface quality to the Dell SAAS portfolio
- Led the user experience design process for a multi-national project to envision a next generation imaging and deployment service
- Trained multiple teams of developers on object oriented JavaScript, Ext JS, and user interface design patterns
- Implemented foundation classes and key components for the user interface layer of an imaging, deployment, and factory integration application utilizing Ext JS, Ext.Direct, and ASP.NET MVC
- Produced design documentation and specifications for multiple projects
- Led the design and architecture effort for a multi device mobile web application
- Implemented a mobile application utilizing Sencha Touch mobile framework

## Objective

A position in a highly creative setting utilizing my skills in web development, graphic communication, and problem solving.

## Education

University of Texas at Austin  
*Bachelor of Architecture*  
*August 1997*

## Skills

|                              |          |
|------------------------------|----------|
| HTML & JavaScript            | 19 Years |
| User Interface & Web Design  | 19 Years |
| Usability Engineering        | 13 Years |
| Object Oriented JavaScript   | 9 Years  |
| ExtJS (Versions: 0.33 - 6.1) | 9 Years  |
| Sencha Touch (Mobile)        | 1 Year   |
| ASP/JSP/Java/C#/XML/XSLT     | 11 Years |
| 2D & 3D Graphics             | 20 Years |

## Security Clearance

Full Secret (2006)

## Conferences

2009 ExtJS Conference (Panelist)  
2010 Sencha Conference  
2011 Sencha Conference

## Community Memberships

Bleeding Edge Web  
ExtJS Developers Group  
User Experience Professionals  
Network Sencha Forums

## Interests

Architectural Design & Remodeling  
Tools and Making  
Overlanding & Camping

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## Experience

MessageOne (Acquired by Dell), User Experience Architect

*August 2006 – April 2008*

- Responsible for planning, direction, and implementation of the user interface
- Conducted research and analysis of JavaScript web application frameworks
- Re-built an entire web application interface using ExtJS
- Designed a user testing plan utilizing pre-release and post-release user observation tests and team based "dog food day"

Overwatch, Systems, Senior Interface Designer

*June 2005 - August 2006*

- Designed and implemented a web based data import/export capability including a data merge wizard with conflict resolution
- Led a web application redesign which utilized C#, ASP, XML, and XSLT
- Created interface mockups for windows and web based applications

Catalis Health, Senior Interface Designer

*November 2003 - June 2005*

- Led the UX redesign and implementation effort for a Tablet PC based electronic medical record application
- Utilized ink recognition in a web application to convert handwriting to text
- Implemented code optimizations which resulted in extreme improvement in application responsiveness and user experience
- Developed gesture recognition components using JavaScript

Colabranet, Senior Interface Designer

*August 2000 - May 2003*

- Designed and implemented a web based enterprise sales force automation and partner relationship management system for the semiconductor industry
- Spearheaded an optimization effort resulting in a tenfold improvement in application performance
- Collaborated on the design and implementation of the Colabranet.com web site, company wide intranet, and high impact marketing materials
- Taught an advanced HTML & JavaScript class for the development team
- Designed a user testing plan and conducted internal user testing, utilizing paper prototypes, user observation, and think out loud techniques

Allprotraining, Lead Web Designer

*March 2000 - August 2000*

- Designed and implemented UI for a website, store and sports training application

FGSQUARED, Senior Web Designer/3D Artist

*February 1998 - March 2000*

- Created 3D graphics for print, video, and CD-- ROM
- Designed and implemented corporate websites for client companies

Dell Computers, Web Designer/Programmer

*July 1997 - February 1998*