Jim Dalglish

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Objective: User Experience Director / Digital Strategist / Information Architect

Profile

- Visionary business strategist who has created more than two dozen award-winning consumer software products, applications and platforms, a multi-million dollar business consulting service offering, and a profit-generating online business.
- Expert UX designer and information architect with a proven approach to meeting client business goals and customer needs with thoroughly researched and tested software interfaces.
- Effective and enthusiastic leader with a unique ability to motivate diverse teams – business analysts, researchers, UX designers, information architects, usability testers, programmers, content developers, artists, animators, accountants, writers, producers, and administrators – to meet organizational goals.
- Innovative executive with extensive knowledge of all aspects of management for professional organizations – from business strategy and modeling, branding, programming, budgeting, market research, and customer development to pricing, publicity, and promotion
- Exceptional business acumen with more than fifteen years experience as a digital strategy consultant, researcher, UX designer, and information architect for clients such as Merrill Lynch, Standard & Poor's, Amtrak, State Street Bank, The New York Times, McGraw-Hill, Houghton Mifflin Harcourt, Lord Abbett, Tufts Health Plan, Partners HealthCare, National Fire Protection Association, Oberlin College, and The Boston Conservatory.
- Excellent project manager with extensive experience creating project budgets, staffing requirements, schedules, resource management plans and financial reporting tools.

Professional Experience

Director, UX Research & Strategy
OHO Interactive, Cambridge, MA
1/22/2014 – present

- Director of OHO's research, digital strategy, UX design, and information architecture teams, designs the market research protocols, conducts research, presents findings and recommendations, ensures appropriate staffing and resources, and guarantees the quality of client deliverables.

- Helps clients (re)define their online business strategy by conducting market and user research, analyzing business analytics, leading stakeholder interviews and ethnographic research studies, focus groups and usability tests, designing market surveys, and presenting findings and recommendations to clients.
- Implements the information gathered from research to create site maps, process flows, taxonomies, wireframes, and fully interactive prototypes necessary to hand off to the development team.

Associate Director of Research & Information Architecture
OHO Interactive, Cambridge, MA
4/11/2012 – 1/22/2014

- Lead OHO's team of information architects, designing the research and test protocols, ensured the appropriate staffing and resources and guaranteed the quality of client deliverables
- Collaborated with OHO's founder to help clients (re)define their online business strategy.
- Lead stakeholder interviews, ethnographic research studies, focus groups and usability tests, designed market surveys and created OHO's findings and recommendations documents and presentations.
- Used the information garnered from research efforts to create the site maps, process flows, taxonomies, wireframes and fully interactive prototypes that were necessary for a successful IA engagement.

Senior Information Architect
OHO Interactive, Cambridge, MA
4/09/2011 – 4/11/2012

- Consulted with a wide variety of clients to understand their business models and goals and help define strategy, content, features and functions for their online service.
- Analyzed audiences and their information and functional needs by conducting audience segmentation studies and leading customer interviews, focus groups and usability tests.
- Defined site architecture and navigation by creating wireframes, site maps, schematics, process maps, feature lists, mockups, visual specification, working prototypes and other artifacts that detail the intended user experience.

Information Architect
XL Marketing, New York, NY
(Contract Work)
3/08/2011 – 3/18/2011

- Conducted a competitor audit of the company's chief rivals in the lead-generation market.
- Created a prototype for this company's new online social media lead generation tool.

- Conducted all research and produced three iterations and the finished prototype within a very tight time-frame – less than 10 days.

Director of Information Architecture / Business Analysis
HNW, New York, NY
3/23/2007 – 10/15/2007

- Created this company's IA business strategy offering. Used the offering to secure two new multi-million dollar accounts.
- Leading project teams — including designers, art directors, producers, usability engineers, business analysts, Q.A. technicians, architects, and programmers — to produce two of this company's robust online offerings.

Information Architect / Senior Software Developer
Gerson Lerhman Group, New York
8/15/2006 – 3/23/2007

- Responsible for creating the Information Architecture (IA) for key software projects at this innovative, industry-leading financial services firm.
- Leading project teams — including designers, art directors, producers, usability engineers, business analysts, Q.A. technicians, architects, and programmers — to produce one of this company's robust online offerings.

Creative Director / Executive Producer
Granitar, Framingham, MA
4/30/2000 – 10/01/2003

- Created this software consulting firm's Information Architecture (IA) business strategy offering and used it to secure three multi-million dollar accounts.
- Designed the IA for Amtrak.com, a complete overhaul of Amtrak's online reservation system that resulted in a 50% increase in on-line orders within the first week of re-launch.
- Facilitated the company-wide restructuring of Standardandpoors.com, a two-year project involving five divisions scattered across nine global regions.

Executive Producer
Six Red Marbles, Cambridge, MA
4/30/1998 – 2/01/2000

- Conceptualized, designed and created some of the nation's most popular educational software products for Houghton Mifflin, Harcourt General, Pearson Publishing and Macmillan/McGraw-Hill.
- Produced nationally distributed computer games such as *Intrigas y aventuras*™, *Phonics Express*™, and *Science Explorations*™.
- Hired, trained and supervised the staff of freelance content experts, designers, animators, audio technicians and programmers and created the operating budgets for all SRM projects.

Executive Producer / Senior Project Manager / Senior Editor

Houghton Mifflin Company, Boston, MA
11/07/1988 – 4/30/1998

- Conceptualized, produced and marketed some of the nation's most highly regarded and recognizable educational software products such as *Curious George Learns Phonics*™, *Spelling Spree*™, *Rescue Geo 1*™.
- As a senior editor, collaborated with authors, developers, designers, illustrators and marketing staff to create the country's leading reading textbook series.

Related Experience

Managing Director
Wellfleet Harbor Actors Theater (WHAT), Wellfleet, MA
11/05/2007 – 1/31/2010

- Managed all business aspects for this professional arts organization, including its three performing spaces – a 213-seat main stage, a 90-seat studio, and 100-seat tent – two residences, an art gallery and rehearsal hall. This includes budgeting, bookkeeping systems, payroll and box office for this theater with a $1.2 million annual budget.
- Initiated, negotiated and wrote contracts for all rentals – concerts, satellite broadcasts, film screenings, live theater, dance, art exhibitions, arts festivals, lectures, functions, etc.
- Oversaw and/or created all marketing materials for the theater – playbills, brochures, fliers, posters, postcards, banners, and website. Created and distributed all press relations materials. Sold advertisements and secured sponsorships. Created and conducted the theater's audience research initiatives.
- Supervised and managed the theater's 9-person year-round staff, 14 seasonal interns, 15+ acting company and 90+ volunteers.
- Reported directly to the theater's Board of Directors.

Director of Marketing
Wellfleet Harbor Actors Theater (WHAT), Wellfleet, MA
3/01/2005 – 8/12/2006

- Responsible for conceptualizing, planning, budgeting, and overseeing the completion of all the theater's marketing strategy initiatives and their associated collateral.
- Created all public relations for the theater and facilitated coverage by major national media outlets such as The New York Times, The Boston Globe, NPR and PBS.
- Successfully completed a re-branding effort that freshened and unified the theater's promotional assets – posters, post-cards, stationery, ads, signage, newsletters, annual appeals, programs, brochures, tickets, etc.

- Conducted market research to identify customer attitudes/behaviors, market strengths/weaknesses and potential revenue-generating opportunities.
- Collaborated with the Artistic Director to expand the theater's sponsorship program, producing a five-fold increase in income.
- Supervised the migration of the box office systems from an aging client/server system to an integrated system.

Marketing Director / Box Office Manager
The Provincetown Theater, Provincetown, MA
10/30/2003 – 2/01/2005

- Collaborated with the theater's executive director to oversee the planning, construction and successful opening of The Provincetown Theater – a $3.4 million facility that currently houses the New Provincetown Players.
- Created the business model, secured the start-up capital and launched *PtownTix* – a box office service used by more than 20 arts organizations and venues on Cape Cod. Under my supervision, the service generated more than $200,000.00 in its first year of operation.

Education

Brown University
M.A., Creative Writing
Thesis Advisor: Paula Vogel

University of North Dakota
B.A., English
Additional Studies: Journalism; Theater Arts

Professional Affiliations

User Experience Professionals' Association (UXPA)

Human Factors International (HFI)

Nielsen Norman Group (NNG)

Speaking Engagements

Improving Online Lead Generation for Bank Applications - The Face of Finance Conference, Bentley University, Waltham, Massachusetts, 10/30/2013

Motivatability: Driving the Clicks that Lie Beyond Usability - World Usability Day, Microsoft NERD Center, Cambridge, Massachusetts, 11/8/2012

The "New New" in Usability: B2B is Going Consumer - Gilbane Conference, Weston Boston Waterfront, Boston, Massachusetts, 11/30/2011

White Papers

Mobile Usability: Testing your website in the real world - **November 1, 2011**

Expertise

- Market / Field Research
- Contextual Inquiry / Ethnographic Research
- Focus Group Moderation
- Heuristic Evaluation
- Competitor Audit
- Stakeholder Interviews
- Personas
- User Scenarios & Customer Journeys
- Process Flows & Use Cases
- Feature / Function Analysis
- UX Strategy
- Findings & Recommendations Documentation
- Site Maps
- Wireframes
- Prototypes
- Usability Testing
- Content Development
- Functional Specification
- Responsive Design

Specialized Tools

- Axure - wireframes, prototype, site maps, process flows, functional specs
- Silverback - desktop video capture
- Optimal Workshop – taxonomy tool
- Camtasia - desktop video capture
- Evergage - personalization software
- UX Recorder - mobile video capture
- Survey Monkey - market research
- Task Rabbit - recruitment
- Hubspot - inbound marketing
- Google Analytics - site metrics
- Google Docs - collaboration
- Keynote & Powerpoint - presentation
- Visio - process flows
- Photoshop, Illustrator, Aperture - photography & design