

Curriculum Vitae of Alex Horstmann

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Profile

An experienced and creative user experience professional with a proven record in UX architecture, product design and development, innovation, user interface engineering and web design. Responsible for the design, development and implementation of several high profile enterprise applications and web sites.

Education

1993 - 1997	B.Sc. (Hons) Physiology	National University of Ireland, Cork, Ireland
1998 - 1999	H.Dip.Comp.Sci (Unfinished)	National University of Ireland, Cork, Ireland

Skills

User Experience	Client facing; Requirements analysis; Information architecture; Persona, roles, scenario and task analysis; Wireframes; High fidelity prototypes; User centered design methodologies; Usability.
User Interface Engineering	Interaction Design; Usability; Web accessibility; Web standards; Creative web application interface design; Internet/intranet design.
Product Management, Innovation & Development	Market problem analysis; Competitive analysis; Win/Loss analysis; Market research; Business case creation; Product roadmap management; Innovation; Ideas generating; rapid prototype development.
Technical	Javascript, AJAX, CSS2.1, DOM, DHTML, XHTML1.1, HTML4.01, JSTL, ASP. Adobe Photoshop, Adobe/Macromedia Products, Web Graphics.
Leadership	Project management; Team leadership; Development lifecycle; Agile usability; Risk analysis; Change control.

Further Training Courses

- 2008: Certification in Product Management ([Practical Product Management](#))
- 2003: Project Management in New Media
- 2002: Flash Actionscript
- 2001: Advanced Javascript; CSS and DHTML

Career History

Aug 2008 - Present **Channel 4 Television Corporation**, London, UK (www.channel4.com)

Channel 4 is a leading UK public-service television broadcaster.

User Experience Manager, reporting to the Head of Design, New Media, on a one year fixed term contract covering maternity leave. Head of the User Experience team of 1 full time and 2 contract information architects, responsible for the experience design, usability and accessibility of all Channel 4 online assets.

- Providing user experience advice and expertise on all Channel 4 New Media projects.
- Scoping and planning all user experience work on Channel 4 New Media projects.
- Ensuring a user-centred design approach is planned into all Channel 4 New Media projects.
- Developing Accessibility and Search Engine Optimisation requirements and ensuring that these are met.
- Selecting, briefing and managing appropriate external suppliers of user experience work.

Apr 2004 - Aug 2008 **Tideway Systems Ltd.**, London, UK (www.tideway.com)

Tideway is a private company that develops software products for large IT organisations.

Senior User Experience Engineer, reporting to the CTO until 2006 and then the newly appointed VP of Engineering. Responsible for all aspects of the User Experience, Usability, UI design and implementation. Head of the UI team and a key innovator and influencer within the company.

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- Responsible for the design, look and feel and usability of the UI for Tideway's cutting edge, flagship product Foundation, as well as other Foundation sister products.
- Led a team that conducted requirements gathering User Interviews and produced Personas, Scenarios, Wireframes and High Level Prototypes.
- Regularly gave demonstrations to existing and potential Tideway customers of existing and new product features, as well as high level needs and feature gathering meetings.
- Regularly dealt with large multi-national clients in the Investment Bank, Telecoms and Manufacturing arenas, including JPMorgan, Dresdner Kleinwort (DrK), Daimler Chrysler and British Telecom (BT).
- Involved in the implementation of Tideway's Agile, User Centric Development methodology.

Apr 2001 - Apr 2004 **DeCare Systems Ireland Ltd.**, Cork, Ireland (www.decaresystems.ie)

DeCare provides software development and Internet solutions for a select market of worldwide health care and retail organizations.

Senior Web Designer/User Interface Engineer (promoted from Web Designer) responsible for the UI of a major CRM system and a number of high profile B2B and B2C websites.

- Senior UI person for client projects, including Mastercard, Avon Cosmetics and Penguin Books.
- Ran requirements gathering and needs analysis meetings with clients for an Enterprise CRM system.
- Developed a User Centered Design (UCD) toolkit, based on a broad range of UCD methodologies.
- Designed a Semantic Information Architecture for an Enterprise Content Management system and a Document Management System.
- Developed sites to meet all W3C standards for XHTML, HTML, CSS and WCAG (Web Content Accessibility Guidelines).

Jan 2001 - Apr 2001 **Premier Group Ltd.**, Cork, Ireland (www.premiergroup.ie)

Premier Group is one of Ireland's largest recruitment companies, with four separate divisions.

Internet Manager responsible for the design and implementation www.lacreme.ie.

- Recruited to design and implement www.lacreme.ie.
- Worked with a targeted user group to determine the best content for the site.
- Designed and developed the site, including the backend ASP database integration.
- Maintained this site when it went live on a contract basis.

Dec 1999 - Jan 2001 **96FM.**, Cork, Ireland (www.96fm.ie)

96FM is Ireland's largest independent radio station, comprising of 96FM in the city and 103FM in the county, a newspaper (Inside Cork) and an advertising agency.

Internet Manager, recruited to establish, design and develop 96fm's first ever website, as well as websites for 103FM and the Inside Cork newspaper.

- Recruited to design and launch three websites for Ireland's number one independent commercial radio.
- Solely responsible for all IT and Internet policies, including all marketing of the 3 websites, as well as upgrading the live studio and production studio to use digital equipment.
- The 96FM site quickly became the most popular in Cork city and one of the most successful sites in Ireland.

Other Achievements and Memberships

- Winner of the PIMA Marketing Methods Competition for www.securiandental.com.
- Guest writer on Internet Accessibility strategies at www.pandia.com.
- Moderator of the HTML & Browser and Flash fora at www.webmasterworld.com (as BlobFisk).
- National University of Ireland, Cork Person of the Year 1997.
- Twice appointed as a Governor of the National University of Ireland, Cork.
- Elected to the full time position of Deputy President, NUIC Students Union (1997/1998).
- Certificate Holder in First Aid.
- Member of the Usability Professionals Association and the Information Architecture Institute.