

Alice T. Mao

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Summary of Qualifications

Over 13 years of user experience expertise in various types of internal and public-facing websites, as well as web-based applications and software, from hand coded to the use of content management systems. Current with new and emerging web technologies, including HTML 5 and mobile marketing trends. Possesses exceptional leadership and project management abilities, bridging the needs of end-users, business and IT through excellent presentation and verbal communication skills. Samples of UX/UI experience are available upon request due to the sensitivity of some projects in portfolio.

Technical Expertise

- Knowledge in Mac and PC computers, iOS and Android mobile devices
- Adobe Creative Suite: Flash, Photoshop, Illustrator, Dreamweaver, InDesign
- Microsoft Office: PowerPoint (with advanced animation skills), Word, Excel, Visio
- Programming languages: ActionScript, HTML, CSS, JavaScript, XML, AJAX, .ASP
- Content Management Systems: TeamSite and Documentum
- Quality Assurance Tracking Systems: Mercury Quality Center and TestTrack
- Web Analytics Software: WebTrends and Google Analytics
- Project Management and Business Analyst experience
- Technical Writing and Documentation skills
- Quality Assurance and User Acceptance Testing experience
- Social Media and Mobile Marketing knowledge
- Search Engine Optimization and Search Engine Marketing knowledge

Professional Experience

Canon U.S.A., Inc. Lake Success, NY

2008-present

www.usa.canon.com

Senior Specialist, Web Management Department

2009 Winner, 2010 Finalist and 2011 Finalist for Canon Americas President's Award (CAPA) in Administration Excellence. Lead online initiatives for 2011 Copa America sponsorship, including project managing the official Best Photo contest which lead to a \$80,000 Argentine pesos donation to UNICEF. Spearheaded look-and-feel integration portion of CUSA Website Redesign project, the changeover of several key microsites, and developing/co-managing the image conversion process for over 8,000 product and non-product graphics, allowing reusability of images throughout the entire site.

Continue to coordinate with end-users, business and IT in identifying needs for various internet/ intranet structures. Work with them through entirety of project life cycles by:

- Brainstorming all possible solutions and identifying who the target audiences are
- Analyzing scope and strategy of project, determining timeline and budget limitations
- Identifying stakeholders and creating process charts and workflows for key stages
- Constructing taxonomy for front and back end architecture and types of content needed
- Determining navigation flow of site from within and to outside sites and servers, ensuring all collection of information is compliant with Terms of Use and Privacy Policy
- Developing low and high fidelity wireframes, design mock-ups, and prototypes of functionality using HTML, CSS, Javascript and Flash for stakeholders' buy-in
- Auditing existing content and assets for re-usability and determining best strategies for content migration
- Negotiating with outside vendors, including composing Request for Proposal letters and Statement of Work contracts
- Authoring specification documents on how design should function from end-user perspective, and how it ties into templates within content management system
- Creating guidelines and policies for site design and maintenance processes
- Building user stories and use case scenarios for testing stages
- Conducting and leading consultants in content migration and user acceptance testing
- Collaborating with Legal Department in securing all proper licenses and agreements
- Ensuring that all branding and web governance requirements are met
- Designing marketing materials and presentations that align with business objectives
- Tracking ROI, site visits, and usability through analytics and feedback software

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Education and Professional Development

eSchool® at Houghton Mifflin Harcourt New York, NY 2000-2008
www.eschoolonline.com; <http://corporate.classroom.com/>

Senior Designer

- Collaborated with producers in conceptualizing best end-user experience for interactive segments of software
- Developed user interface designs for the overall software and for dynamic content within
- Created a repository of design templates and activity engines which decreased production time by 30%, allowing us to repurpose content for various projects
- Assisted development team in producing database-driven assessment tools with front-end code implementation and usability testing
- Worked closely with QA team to identify and resolve issues in end product
- Designed marketing materials for packaging and brochures, CD-based demos, online promotions and web pages; used by the sales team at presentations to school districts
- Worked with editors to produce *Connected Newsletter*, a monthly publication that assists teachers in incorporating technology into their classrooms
- Established and managed asset library for effective production workflow

Baruch College-City University of New York New York, NY 2007-2008
www.baruched.com

Flash Instructor - Department of Continuing Education

- Created in-depth lesson plans that promote creative thinking while implementing the technical aspects of using Flash
- Composed detailed instructional handouts for students, allowing them to utilize lab time for hands-on approach instead of note-taking

State University of New York at Buffalo Buffalo, NY
1999 - 2000 Dean's List
Degrees: B.F.A. in Computer Art, Minor in Art History, Minor in Media Study- Digital Arts

Queens College Flushing, NY
Flash Design Certificate - completed in 2006

Exhibitions and Publications

Clark County Historical Society in Springfield, Ohio 2011
1915 time capsule exhibit in museum lobby

My City Cuisine 2010
http://www.mycitycuisine.org/wiki/Main_Page

Health.com website 2010
<http://www.health.com/health/gallery/thumbnails/0,,20393387,00.html>

Sanpellegrino website 2009

Woman's Day website – several articles 2009

Schmap Guides for the iPhone 2008

Everywhere Magazine Issue 01 (January 2008) 2008
www.everywheremag.com
"Very Classy Table Setting" – page 60
Photograph used in article about traveling home for the holidays.