

# RON FORD

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## Senior UI Designer ▼ Flash Animator ▼ Website Prototype Developer

“He has an excellent understanding of internet technologies and has proven himself to be a visual innovator with exceptionally strong creative and problem solving skills to analyze, conceptualize, present and execute ideas beyond articulated needs of the business.”

Dr. Krishnan Ganapathy  
CTO  
Musicnet

“His work product not only remained within the bank's conservative design guidelines and brand constraints but still delivered an exciting, easy-to-use and emotionally engaging shopping experience.”

Jim Kaufman  
Senior Program Manager  
Classmates

“Ron was a key contributor towards eHost being the lone group to survive the dot-com meltdown at Network Commerce. He strongly influenced the development team, our business and technology by driving the design of features and creating new brand identities.”

Joseph Shatara  
Sr. Vice President  
eHost.com

### PROFESSIONAL PROFILE

Well-respected visual designer/developer with sixteen years experience transforming vague concepts into persuasive, interactive reality which enhance recognized brands like:

- Boeing
- Tricon Global
- ShopNow.com
- eHost.com
- Microsoft
- Taco Bell
- Classmates
- Windermere
- Chase Manhattan Bank
- Circuit City
- KFC
- MSN

Combine proven coding skills, creative, artistic talent with P&L mindset to rapidly create websites that succeed in “nailing it” time and again in exceeding sales projections.

Creative direction, management and mediation ability to consistently build cross-functional team consensus around complex, innovative design solutions.

### SELECTED ACCOMPLISHMENTS

Conceptualized, designed, developed and marketed a program called Flyerware™. Selected as best new software product finalist at the National Association of Realtors convention.

Designed the user interface for Computer Based Training (CBT) prototype that landed a five-year, multi-million-dollar account with Boeing & SAS's 747-400 and 767 Flight Courseware.

Flash interface for Taco Bell featured on Macromedia's Flash Leading Edge Section.

### CREATIVE TALENTS

- User-Centered UI Design
- Brand Development
- Redesign Specialist
- Rapid UI Prototyping
- Visual Metaphors
- Art & Icon Creation
- 2D & 3D Animations
- Iterative Design Cycle
- Usability Methodology
- Accomplished Illustrator
- Information Architecture
- Print, Video & Sound

### BUSINESS ACUMEN

- Manage Multiple Projects
- Skilled Negotiator
- Attentive Listener
- Extremely Organized
- Client Relations
- Effective Communicator
- Energetic Self-Starter
- Efficient Delegation
- Art/Creative Direction
- Writing & Editing
- Collaborator & Facilitator
- Experienced Evangelist

### SOFTWARE ARSENAL

- Fireworks MX
- Dreamweaver MX
- Photoshop
- Microsoft Office
- Flash MX
- Director
- Illustrator
- Swift 3D (vector-based)
- Freehand MX
- Learning Maya
- Premier
- Pencil and Scratchpad

### PROGRAMMING SKILLS

- HTML/DHTML
- Cascading Style Sheets
- XML/XSL
- Learning PHP - MYSQL
- JavaScript
- Flash ActionScript

### WORK EXPERIENCE

#### Independent Visual Consultant

**WEBVISUALS.COM** - Lake Stevens, WA – Jan. 2003 to Present

Skills involved include business development, product management, information architecture, web design and development along with supervising development and creative resources.

#### Most Recent Accomplishments:

- Morse Best Innovation – Creating Flash demos that present an animated overview of selected features and technologies available in Microsoft Office Systems 2003.
- Vorsite – Took UI mockups and accurately rendered the graphics into HTML then integrated the design style into XML, XSL, JavaScript, VB Script and CSS code for entire website.
- Learn-by-doing.com – Design and developed. Site Awarded the Best Career Schools Website at the 2003 Career College Association (CCA) convention in Las Vegas.
- Railcartracking.com – Site redesign and development increased lead generation fourfold.

## RON FORD

continued...

“As a creative mentor, he led me in developing concepts and designs, which I think, pushed the envelope of my skill set. I sincerely appreciate his generosity, guidance, and kindness.”

Hyunju Lee  
Site Builder Intern  
Network Commerce Inc.

“Mr. Ford quickly grasped our requirements and translated them into dynamic and functional websites in a minimum of time. Mr. Ford is not only a superb artist but also an excellent programmer.”

Kevin Amazon  
Managing Director  
Python Marketing

“I came to Ron with only an old brochure and an idea in 1996. He took the challenge by creating and developing virtually every aspect of the learn-by-doing.com website. Today we do all our business on the internet and have been profitable since 1997.”

Tom Mansfield,  
Director  
National Broadcasters  
Training Network

“His creative UI design and his hard working impressed everyone in the development team.”

Stanley Wang,  
Software Engineer

[Read more testimonials?](#)

### Senior UI Designer/Flash Specialist/HTML Prototyper

**Network Commerce Inc.** (A.K.A ShopNow.com, Techwave) - Seattle, WA - 1998 to Nov. 2002  
Responsible for the overall web-based visual design, user experience and HTML development of company's numerous web-based applications, B2C, B2B, portal and e-commerce properties.

#### **Main Responsibilities:**

- Designing and developing concepts into interactive prototypes for back-end integration.
- Collaborated with stakeholders to identify creative strategies and define enhancements.
- Maintained visual excellence in a fast paced, high-pressure, “crazy” environment.
- Created new brand identities, navigation schemes, interaction designs, site structure, HTML templates, e-commerce flow, illustrations, animations, icons and other multimedia.
- Facilitated information between usability and UI design staff translating user feedback and design solutions to management and development.
- Managed and mentored UI design team into a production force.

#### **Key Accomplishments:**

- Sold the CEO on the concept of forming and managing the UI Center, an internal group that combined interface designers with usability lab engineers. This combination reduced turn around time, identified important design opportunities, saved money by catching costly problems early and delivered an easy and memorable experience to customers.
- Redesigned ShopNow.com. Click-through rate rose 15% the day it launched.
- Redesigned eHost.com. Page views up from 2.2 to 5.7. Paid websites improved by 60%.
- Last UI Designer standing when company, which once had a stock market value over a half a billion dollars and employed over 750 people, declared bankruptcy.

### UI Designer/Flash Animator/Web Developer

**Microsoft Consulting Services Advanced Technologies** - Bellevue, WA - 1996 to 1998  
This practice used pre-released products from Microsoft development for early adopter customers who require advanced technologies to develop high-end business solutions.

#### **Main Responsibilities:**

- Focused on designing and integrating front end user interfaces with Microsoft technologies using HTML, DHTML, and JavaScript.
- Overall project organization, documentation, presentations, and user interface analysis.

#### **Key Accomplishments:**

- Circuit City - Designed a home theater section that gave configuration advice. Interface was so compelling the contract was increased to include the redesign of the entire website.
- Taco Bell - Originally a prototype showcasing Microsoft's advanced (alpha) internet technology was so well received by the executive committee that it went live.

### UI Designer/Art Director/Product Evangelist

**CYBERSIGHT™ SOFTWARE LLC** - Issaquah, WA - 1994 to 1997

Co-Founder. Working with focus groups, originated the FlyerWare™ product interface that was so simple real estate agents, with no computer experience, created real estate flyers like a professional in 5 minutes or less. Crafted advertising campaigns that generated sales nationally. Gained invaluable insight on what it takes to get a software product out the door and into the hands of users on a limited budget. Homeshark.com acquired company in 1997.

### Lead UI Designer/Computer Based Training Developer

**WICAT SYSTEMS** - Bellevue, WA - 1988 to 1992

Interpreted the company founder's vision of an object oriented authoring program by developing a rapid software prototyping technique utilizing Macromedia Director. Used as instruction to software engineers for R&D. Established standards for overall look and feel for 747-400 and 767 CBT lessons including: icons, colors, title frames, screen design and animations.

### EDUCATION

BS Degree in Visual Industrial Communications - Bellingham, WA - Graduated 1987  
Western Washington University - Senior Year, Computer Graphics Lab Instructor

American Pictures - **Animation & Video graphics** Apprenticeship - Seattle, WA - 1986  
Extensive one-on-one mentor training on video “paint box” with renowned digital artist.