

TOM SCHNEIDER

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EXPERIENCE

UX & Design Consultant

Clients

October 2014 – Present

Agency Clients:

XDS Experience Design Studio, BGB Group, Learning Ally, Dudnyk, HAVAS, Annodyne, BluJay Software, Evoke, MRM/McCann
- Individual contributor producing heuristic reviews, site maps, wireframes, personas, user-journeys, user-testing planning documents, and conducting remote user-testing

Additional Clients:

PwC, Trivergence, Essex Property Trust, SFA, UltraRogue, Eastborm Mortgage
- UX, Branding, Advertising, and Website Design in the Commercial Real Estate, Hospitality, Construction, and Publishing Industries

Director, Experience Design

Rosetta/Digitas Health

May 2007 – October 2014

- UX Manager/Lead for Healthcare Group in Princeton and NYC
- New business development, resource management, quality & standards
- Created program architectures, site maps, wire-frames, flow diagrams, use-cases, personas, scenarios, functional specifications, and usability reviews
- Represented Experience and Program Architecture(XPA) Dept. in client meetings for requirements gathering and strategy sessions
- Worked with Consulting and Strategic Services to develop 7,000+ page architecture
- Architected and designed cross-channel RM Programs for multiple clients
- Architected and designed iOS, Andoid, Desktop, tablet, interactive panel, and kiosk applications

Director of Online Marketing

AmeriQuest Transportation & Logistics

March 2002 – May 2004

- Completed content audit, competitive analysis, usability review, and information architecture of online community portal sites and content management system, recommending and managing implementation of suggested improvements
- Designed, developed, and managed HTML-based email newsletters for online communities
- Wrote daily news summaries, weekly reviews, and articles for online communities

UX COMMUNITY INVOLVEMENT

- Published *UX in the Agency World*
- Contributor to UXmag.com
- VP of Delaware Valley UPA ('09)
- Author of *UX in the Agency World*

EDUCATION

Human Factors International, Certified Usability Analyst
Hampshire College, Philosophy / Fine Arts (B.A.)

AWARDS

2014

CLIO HEALTHCARE AWARDS

OPTIVE GANG
Bronze, Integrated Campaign

2013

HORIZON INTERACTIVE AWARDS

ROGERS ONE NUMBER
Bronze, Websites
ALLERGAN CONNECT
Best in Class, Pharmaceutical

2012

ASTRID AWARDS

MEDLEY HEALTH WEBSITE
Gold, Healthcare
CINCINNATI CHILDREN'S HOSPITAL
Silver, Healthcare Website

CREATIVITY MEDIA & INTERACTIVE AWARDS

MEDLEY HEALTH
Silver Award
PILOT PEN "PEN THE POSSIBILITIES"
Honorable Mention
ROGERS COMMUNICATIONS – ROGERS
CONNECTED REP APP
Honorable Mention

HORIZON INTERACTIVE AWARDS

TRIA BEAUTY
Best in Category, Email Marketing - Gold,
Integrated Marketing - Silver, E-commerce
MEDLEY HEALTH

Gold, Business to Business - Silver,
Consumer Information
THE CONNECTEDREP APP
Silver, Utility

IMA AWARDS

MEDLEY HEALTH WEBSITE
Outstanding Achievement, Healthcare
ROGERS CONNECTED REP
Outstanding Achievement, B2B
INTERNET ADVERTISING COMPETITION
MEDLEY HEALTH
Best Healthcare Provider Website
ROGERS CONNECTED REP APP
Best B2B Mobile application

JOHN CAPLES INTERNATIONAL AWARDS

PILOT PEN
Finalist, Integrated campaign
MOBILEWEB AWARD
ROGERS ONE NUMBER
Best B2B Mobile application