

Wells Packard

696 Surprise Result Road, Surprise, NY 12176
518-817-2872 | wells@wellspackard.com

PROCESS EXPERIENCE

Expert Software Developer for consumer and B2B websites, museum and trade exhibits, multi-lingual training centers, mobile web based applications.

Masters in Interface Design and Usability (UI/UX) with over 15 years of experience professional and teaching experience. Multiple awards for design, marketing and education.

Expert knowledge of UX Processes from Concept to QA. Skills include: Branding, Discovery, User Interview, Information Architecture, Concept Models, Database Design, Complex Forms, Task flows, Site Maps, Rapid Prototyping, Usability Testing, Metrics, Search Engine Optimization and Customer Service.

Primary tools include: Window and Mac iOS: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, Flash, etc.) MS Office Suite (Word, Excel, PowerPoint, etc.) HTML5, CSS, JavaScript, KioWare Pro, Director, etc. All projects are tested on desktop and mobile browsers; Chrome, Safari, IE, & Firefox. Hands on experience with a wide variety of media and software including; MySQL, MS SQL, AJAX, PHP, C-Panel, WordPress, Joomla, Drupal, Dreamweaver, Visual Source Safe, GoDaddy, Media Temple, etc.

Learning new software quickly has always been part of my process, I am happy to adapt to whatever tools work best for each project, and allow me to function in productive collaboration with others.

WORK EXPERIENCE

TEKsystems / CSRA | 2016-Present

Currently under contract as a UX/UI Designer to overhaul the NYSOH NY-HX website that allows individuals, families and small business access to the NY State Healthcare Marketplace.

Lime Gazelle Inc. Surprise, NY | 2005-Present

President of software development contractor/consultancy specializing in educational and marketing software for corporate welcome centers, training facilities, museum installations, interpretative centers, and online edutainment; collaborates with exhibit designers and media companies, offering them user experience consulting, rapid prototyping, programming, and technical oversight from purchasing phase through installation and ongoing technical support. Major projects include:

- **Princeton University** Technical lead for an exhibit featuring a touchscreen interactive and mobile app interpretive for the exhibit; *In Our Nation's Service | Woodrow Wilson Revisited*, a collaboration with Whirlwind Creative to address the controversy surrounding the Legacy of Woodrow Wilson. Built using HTML5, CSS, KioWare Pro, Photoshop, MSWord, Excel, and Web Audio JavaScript add-ons.
- **Hudson Yards** Consultant and Interface Programmer for several touchscreen exhibits at the Time Warner Center featuring the Related | Oxford planned development of the Hudson Yards Project in Midtown Manhattan. Built with HTML, JavaScript, CSS, and KioWare Pro, etc.
- **Duke Farms Foundation** Integrated touchscreen applications and digital signage for The Doris Duke Foundation's LEED Certified Interpretive Center in Hillsborough, NY. Built with Illustrator, Photoshop, Premier, Director, etc.

- **Amway/Alticor** Integrated touchscreen applications and digital signage for Amway's Corporate Welcome Center. Built with Illustrator, Photoshop, Director and Flash Multi-Player Server pulling content from an Excel driven custom built Content Management System.
- **Amway/TLC** All-in-one multi-lingual touchscreen video training system to support the continuing education and compliance of their sales force. Built with Illustrator, Photoshop, Premier, Director and Flash.
- **Nutrilite** Interactive I-Wall Installation for The Nutrilite Institute Center for Optimal Health in Buena Park, CA. Built with Illustrator, Photoshop, Director and Flash.
- **Atlanta History Center** Digital decathlon game designed to reinforce exhibit content through competitive play. Illustrator, Photoshop, Director and Flash Multi-Player Server.
- **One More Story** Online literacy project where we converted dozens of classic children's books to web based interactive books with built in reading comprehension tests. Flash, ActionScript, JavaScript, HTML, CSS, Photoshop, and Illustrator.

Lime Gazelle Toy Stores Greenville, NY | 2006-2011

Owner/operator of an educational toy store with locations in Greenville, Poughkeepsie, and an online shopping cart. Managed books, staff, inventory purchase, display design and shipping. I created, operated and maintained a custom Point-Of-Sale system using QuickBooks integrated with our custom online PHP shopping cart and in-house MS SQL server.

KathodeRay Media Inc. Greenville, NY | 2003-2012

VP of Operations and Director of Development for digital and traditional marketing communications, Client work included consumer and B2B websites, interactive exhibits, electronic books, and print media. Development tools included HTML, CSS, PHP, MS SQL, AJAX, PHP, C-Panel, WordPress, Joomla, Drupal, Dreamweaver, Visual Source Safe, Flash, Director, InDesign, QuarkXPress, Illustrator, Photoshop, MS Word, Excel, Power Point, etc.

Icon Nicholson LB The NY office of Icon MediaLab Global, AKA Tom Nicholson Assoc. | 1994-2003 Interactive Media Expert, Senior Information Architect, Art Director and Technical Lead for interactive projects, including museum kiosks, games, CD ROMs, ad banners campaigns, and consumer-based and B2B web sites; winner of dozens of industry awards including, Cleo, Cannes, One Show, and numerous trade magazine acknowledgments. Represented the agency at several media conferences, presenting at SIGGRAPH 99, and facilitated Icon MediaLab's 2002 International Art Director's Conference in Aspen. As the Director of Rich Media, I was involved in using, testing and reviewing all new software tools as they were release in beta form to recognized industry leading developers such as myself. The majority of my production work was done in Director, Flash, Morph, Fontographer, HTML and all forms image manipulation, batch processing, and web related tools.

Assorted Freelance New York, NY | 1991-1994

Consulting work while attending graduate school—primary clients included: J. Walter Thompson, Gitano Jeans, Ultimo Design, Romann & Tannenholz, Rivera & Rivera, The Center for Advanced Whimsy, and NYU's Department of Applied Science. Provided hardware and software tech support and staff training in all available Macintosh prepress packages, Quark, PageMaker, Photoshop, Illustrator, etc.

Enterprise Press, New York, NY | 1990-1991

Technical Manager of a Pre-Press Service Bureau with graphics and training services. Was responsible for managing work flow and maintenance and operation of a Linotronic prepress printer to create film and camera ready art from digital files for use on a four-color web press.

School of Visual Arts' Computer Art Lab, New York, NY | 1987-1990

Teaching Assistant and Lab Technician. Provided support in all commercial prepress and design software and maintained a local network of 48 advanced workstations.

TEACHING EXPERIENCE

Rensselaer Polytechnic Institute, Rensselaer NY | 2007-2008

Faculty: RPI Games and Simulation Arts and Sciences Program Curriculum: Game Mechanics

New York University, New York, NY | 2005-2007

Faculty: NYU SCPS Film, Technology and Design Dept. Curriculum: Game Design

School of Visual Arts, New York, NY | 1990-2005

Faculty: BFA & MFA Computer Art Curriculum, including DTP, Interactive Programming, Game Design, and Thesis Projects

EDUCATION

School of Visual Arts, New York, NY | MFA: Interface Design and Interactive Programming, Senior Lab Technician in charge of Macintosh platform and network. Graduated with Honors.

3.89 GPA | Class of 1994

School of Visual Arts, New York, NY | BFA: Photography, Solo Exhibition in Main Art Gallery Senior

Year 3.53 GPA | Class of 1989

Hog Island Audubon Ecology Workshop, Bremen, ME | Maintenance Staff and Research Assistant | Summer 1985

SUNY Collage at Purchase, Purchase, NY | Art, Film, Ornithology, and Animal Behavior | 1984-1985

Greenwich Audubon Ecology Workshop, Greenwich, CT | Kitchen Assistant, Nature Photography Instructor | Two Summers 1984 & 1985

George School, Newtown, PA | High School Student Counseling, Varsity Sports | Class of 1984

Metropolitan Museum of Art, New York, NY | Museum Studies and Photographic Printing Internship | Summer 1983

Beijing Foreign Language Institute, Beijing, China | History and Language Studies | Spring 1983

American Institute for Foreign Study, Richmond College, London | Photographic Study, Darkroom Manager | Summer 1982

The Bruce Museum, Greenwich, CT | Saltwater Touch Tank Docent | Summer 1981

BOARDS & COMMITTEES

Community Partners of Greenville | Current President, Annual Events Co-Chair

Rotary Club of Greenville | Past President, Assistant Governor, and Youth Exchange Officer

Greenville Central School District PTSA | Fundraising and HS/MS Building Level Development

Greenville Central School District Planning Committee | Master Plan Development Committee

Greenville Central School District Budget Advisory Committee | Fiduciary Oversight Committee

Skytrack Condominium Owners Association | Board of Managers, Secretary

AWARDS & EXHIBITIONS

- 2002 **The New Yorker Gallery:** Paradigms Lost, “Touch Turrell's Volcano” Installation
- 2002 **International Web Page Awards,** MasterCard Sponsor Site for FIFA World Cup
- 2001 **The Art Directors Club** 80th Annual Awards, Distinctive Merit: “Flake Master”
- 2001 **One Show Interactive Awards,** Honorable Mention: “Flake Master”
- 2000 **Cannes International Advertising Festival,** Cyber Lion Award: “Thin Ice”
- 2000 **British Design & Art Direction,** Inclusion in the D&AD Annual: “Thin Ice”
- 2000 **Omni Intermedia Awards,** Silver Award: Icon Nicholson Viral Holiday Invitation
- 2000 **One Show Interactive Awards,** Silver Pencil Winner: “Thin Ice”
- 2000 **The International Web Page Awards,** Best of Category, Games: “Thin Ice”
- 2000 **The New York Festivals Competition,** Gold World Medal: “Thin Ice”
- 1999 **Cannes International Advertising Festival,** Gold Cyber Lion Award: “Snow Craft”
- 1999 **Clio Interactive Awards,** Gold: Self-Promotion Award: “Snow Craft”
- 1999 **Communication Arts,** Interactive Design Annual, Award of Excellence: Kiosks
- 1999 **Graphis Interactive Design,** Inclusion in the International Exceptional: Kiosks
- 1999 **ID Magazine,** New Media Award, Bronze Award: “Snow Craft”
- 1999 **One Show** - Gold Pencil Winner: Mashantucket Pequot Museum & Research Center, Kiosks
- 1999 **One Show** - Gold Pencil Winner: “Snow Craft”, Nicholson NY Viral Holiday Card
- 1999 **One Show** - Gold Pencil Winner: IBM Interactive Ad Banners
- 1999 **One Show** - Best of Show: “Snow Craft”, Nicholson NY’s Viral Holiday Card
- 1999 **SIGGRAPH 99:** Speaker, Sketches and Applications: Pequot Kiosks
- 1999 **SIGGRAPH 99:** Creative Applications Lab: Pequot Kiosks
- 1999 **SIGGRAPH 99:** Film Festival, Electronic Theater: Pequot Kiosks Navigation for “The Fort”
- 1998 **One Show Interactive Awards** Gold Pencil Winner: Viral Holiday Card
- 1994 **Yahoo’s Cool Site of the Day** “A Tadpole Named Sue”
- 1994 **SIGGRAPH 94** CD ROM “Bird's Nest Soup”
- 1993 **SIGGRAPH 93** Expo. Team “Books of Change”

References and educational transcripts available upon request.