

**Douglas Reynolds**  
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## Summary

Internet professional with over ten years experience; Focused on building talented teams to develop and execute online marketing and communication programs that balance Business Objectives, User Experience, Creative, and Technology.

## History

### **Director of Technology and Interactive Services**

**Philip Johnson Associates, Cambridge, MA**

**2003-Present**

Develop and lead the interactive practice; define interactive marketing offerings, identify and hire resources, lead client engagements, and manage a group of talented creative and technical staff. Including:

- Websites and CMS systems
- User experience design and information architecture
- Online marketing strategies
- Search engine optimization
- Corporate blog and podcasting strategies

### **Senior Information Architect**

**The VIA Group, Portland, ME**

**2001-2002**

Applied user-centered design methodology to the design and documentation of web-based applications and content-rich web sites.

- Gathered and organized user and business requirements
- Created wire frames and prototypes
- Developed and conducted informal usability tests
- Actively researched best practices for user-centered interface design
- Developed and led a user-centered design workshop with a client

### **Senior Interactive Producer**

**Raincastle Communications, Newton, MA**

**2000-2001**

Designed and managed the development of intranets and marketing solutions for high-profile clients.

- Worked with clients to gather and organize user and business requirements
- Developed and presented user interface specifications to clients, visual designers and application developers
- Managed development and hand-off of all project deliverables
- Monitored budgets and provided detailed project status reports
- Mentored junior team members and promoted user-centered design methodology

### **Senior Consultant**

**Answerthink, Inc, Boston, MA**

**1999-2000**

Produced e-commerce and online marketing projects for clients.

- Worked with strategists to develop strategic vision documents
- Collaborated with creative team to design and document user interface requirements
- Managed development and hand-off of all project deliverables
- Mentored junior producers in the Boston and New York offices
- Contributed to company-wide integrated marketing methodology development

**Web Architect****Molecular (Formerly TVisions), Cambridge, MA****1997-1999**

Designed and managed the development of web-applications, extranets, e-commerce, e-learning and marketing solutions for clients.

- Facilitated requirements gathering sessions and participated in strategic planning  
Designed and documented user-interface specifications
- Developed HTML prototypes
- Prepared all assets and coded user-interfaces in HTML, JavaScript, and CSS
- Managed development and hand-off of all project deliverables

**Education**

Elizabethtown College, Elizabethtown, PA / BA English and Studio Art

1994

**Continuing Education**

Don't Make Me Think, Usability Seminar

2002

Edward Tufte, Seminar on Information Design

2002

Bentley College, Project Planning Workshop (PMI Credit)

1999

Clark University School of Continuing Education  
Coursework toward Certificate in Graphic Design

1996