

User Experience Development and Design

- Reliable team member and project planner with demonstrated success in solving complex creative and technical problems. Strong communication skills.
- Expertise in HTML, CSS, JavaScript, jQuery, PHP, MySQL, XML, Flash & ActionScript, Adobe Creative Suite, Final Cut Pro and several other new media tools. Adobe Certified Flash Developer.
- Expansive knowledge of both the capabilities and limitations of various online media formats. Specific competencies include:
 - Standards-Based Web Design
 - User Interface Design
 - Information Architecture & Wireframing
 - Magento E-commerce Framework
 - WordPress & Drupal
 - Facebook Platform Development
 - Web 2.0 methods and AJAX
 - MVC Frameworks
 - Digital Photography & Video

Portfolio

Digital Portfolio available online at <http://www.martinnote.com/>

Professional Experience

Optaros · Austin, Texas · www.optaros.com

February 2010 – Present

Lead User Experience Developer

- Served as UX Lead for projects based in Austin, Boston, and EMEA; managed project timelines and mentored junior consultants.
- Led UX team during re-platform of Stella & Dot's existing direct sales e-commerce business to Magento and Drupal frameworks; helped launch US, Canada and UK shops.
- Produced high fidelity wireframes demonstrating future state projects for clients such as Puma, The Wall Street Journal and Avnet.
- Scoped prospective client work and estimated Pro Forma documents for sales department.
- Collaborated with remote colleagues to produce tools and templates simplifying workflow and strengthening the Optaros UX practice.
- Assured consistency and quality of deliverables via extensive cross-browser testing and debugging.
- Translated UML documentation into tangible concepts for presentation to business partners.
- Promoted from Senior UX Developer to Lead UX Developer, July 2011.

Whole Foods Market · Austin, Texas · www.wholefoodsmarket.com

April 2005 – February 2010

New Media Developer

- Chosen for 10-month experimental Skunkworks project with specific focus on building internal collaboration tools; delivered a social/blogging site (*Whole Foodie*), video sharing platform (*VideoFarm*), and Quality Standards information resource (*The R.O.C.K.*).
- Served as lead designer/developer for the first Whole Foods Market Facebook application, "*This is my year to...*"
- Coordinated with print designers to create microsites for *Whole Earth Weigh-in*, *Resolutions*, and *Destination Summer* marketing campaigns.
- Redesigned Whole Foods Market University website utilizing Cake PHP Framework for increased dynamic capabilities, usability and scalability.
- Helped build and deliver reporting systems for WFM-U site usage statistics and user feedback reviews.

- Played integral role in developing concepts, storyboarding, designing and building engaging e-learning courseware to better promote the Whole Foods Market Core Values.
- Directed photography shoots to create suitable raw materials for course creation.
- Initiated several WordPress and database-powered solutions to decrease business partners' dependence on weekly IT Change Control process.
- Developed Rich Internet Applications solutions to alleviate dependence on proprietary graphics software ownership and knowledge.
- Named WFM-U Team Member of the Quarter, June 2005; WFM Central All-Star Nominee, November 2006; Great Leaders Unite Unsung Hero Award (WFM IT), January 2007.

Pervasive Software · Austin, Texas · www.pervasive.com

December 2003 – April 2005

Web Designer

- Played an integral role in three person web marketing team, maintaining and frequently updating Pervasive corporate websites: pervasive.com and pervasivepostgres.com.
- Developed Flash content designed for easy dynamic translation via XML into five languages.
- Designed under strict corporate guidelines to strengthen the consistent branding of corporate and product level marketing campaigns and presentations.
- Drove projects to completion before deadlines, managed assets and other requirements with outside international design agency.
- Developed online Installation Troubleshooter to solve basic installation problems, helping to reduce low level phone calls to our support call center by 20% each month.
- Coded e-newsletters and direct marketing e-mails, imported for optimal tracking in Eloqua, set up batch e-mail deliveries, and created submission reports for Field Marketing use.
- Overhauled intranet web design and supported various departments as they updated their sections to the new W3C standards-compliant template.

Data Junction Corporation · Austin, Texas · (acquired by Pervasive Software) July 2003 – December 2003

Web Designer

- Redesigned Data Junction's website and intranet in XHTML/CSS 2.0, moving the company towards W3C Standards compliant web design.
- During acquisition, reformatted the entire Data Junction website to conform within Pervasive Software corporate brand identity standards and templates.
- Worked with the IT team to efficiently administer external and internal content management and concurrent versioning systems.
- Provided support to Marketing team in various aspects of online marketing, digital collateral, and event planning/operation of annual Data Junction Integration Conference.
- Developed interactive content using various multimedia applications (Macromedia Flash, DHTML).

Education

- **Bachelor of Arts in Multimedia.** Bradley University. Peoria, Illinois. Graduated Cum Laude in May 2002

Personal

- Member of Austin Gold Stars Soccer team - plays Mid-Field Right.
- Informative Speaking National Champion - National Forensics Association 2001.
- Coach for University of Texas at Austin Speech Team - AFA-NIET National Runner-up Team, 2006 - 2008.
- Communications Director & Webmaster for the Austin Museum of Digital Art, 2004-2005.