

## **Jason W. Bell**

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### **Career Objectives:**

To expand my responsibilities while continuing to develop and use my skills in client relations, user-centered design, web technology, marketing, project management and people management in ways that will have a lasting impact on my life and others.

### **Strengths:**

- Expert in user-centered design, usability testing, online marketing and search engine optimization (SEO).
- Adept project management, people management, client relations and business analysis skills.
- Experienced in a variety of web, portal and content management technologies.
- Outstanding leadership attributes and great people skills.
- Creative problem solver with the ability to learn and apply knowledge quickly.
- Advanced language skills in Portuguese.

### **Education:**

#### **Bachelor of Arts - The University of Texas at Dallas**

Major in Business and Community Relations, Minors in Government and Earth Science, GPA: 3.4/4.0

### **Work Experience:**

3/2007 to Present – Avenue A | Razorfish (A Microsoft Company) - Austin, Texas

#### **Senior Web Consultant – Creative & User Experience**

##### **Overview:**

Currently working as a senior consultant in the Creative & User Experience Group. Working exclusively with Dell, Dell Financial Services, Nokia, Southwest Airlines and AT&T to define and build internal business applications and consumer-facing web experiences. Additional responsibilities include leading a team that defines, designs and develops the company's client extranet, employee intranet, wiki and online employee collaboration tools.

### **Primary Contributions Include:**

- Performing IA (information architecture) and UX (user experience) activities to satisfy complex interface, taxonomy, technology and business requirements.
- Working with the latest technologies to satisfy all project requirements. (Web 2.0, MOSS, Silverlight, Microsoft Surface, and social networking solutions)
- Developing big ideas, and executing against them in highly collaborative technology and creative teams.
- Conducting user research (usability testing, interviews, focus groups) and translating user research into design decisions.
- Leading a volunteer innovation team to embrace new technology and explore its possibilities for our clients.
- Providing client services, delivering UX presentations and negotiating business decisions.

11/2004 to 2/2007 – Agency.com - Irving, Texas

### **Senior Information Architect – Creative Team**

#### **Overview:**

Worked as a senior web consultant, leading user-centered design and analysis activities for CIT, Marriott, Ritz Carlton, Nokia, Alcon Labs and others to create effective online, business and media solutions.

#### **Primary Contributions Include:**

- Worked directly with clients to understand their business, design and user needs and planned strategies/activities to meet those needs.
- Worked as a member of a business development/pitch team to bring in new business.
- Created information architecture documents, including but not limited to, site maps, concept diagrams, user profiles, user scenarios, personas, schematics or wire frames, content matrices, flow diagrams and functional requirements documentation.
- Conducted usability testing, stakeholder interviews and focus groups.
- Performed heuristic site evaluations and competitive analysis activities.
- Insured the planning for and application of SEO and accessibility techniques.

6/2002 to 11/2004 - Perot Systems - Plano, Texas

### **Information Architect/Business Analyst**

#### **Overview:**

Performed as an integral team member on the Tenet Health Care account by providing IA and BA services for all of Tenet Health Care's consumer and employee facing web initiatives as well as many of the core business applications.

#### **Primary Contributions Included:**

- Gathered and documented business, design and user requirements.
- Designed and documented user-centric concepts and approaches for consumer and employee-facing web projects.

- Provided creative solutions and ensured the proper delivery through all phases of a project's life cycle.
- Performed project planning and estimating of detailed work efforts.
- Wrote technical documentation and designed graphical user interfaces.
- Conducted client meetings, workshops, and usability testing sessions.
- Built strong relationships with clients and vendors.
- Stayed in tune with the latest technology trends and products to share with the UX team.

9/2001 to 6/2002 - UICI - Hurst, Texas

### **Information Architect – UICI Corporate**

#### **Overview:**

Promoted quickly to a new corporate position to plan and launch an enterprise Intranet portal.

#### **Primary Contributions Included:**

- Defined the company's new portal user experience, marketing strategies, development methodology, campaign management and operational support models.
- Conceptualized the web design strategies as well as developed the overall information architecture for all web initiatives.
- Served as a business liaison for the corporate IT group and built strong relationships with each of UICI's business units.
- Conducted interviews, focus groups and brainstorming workshops to define each business units' portal objectives, system/application integration requirements, information architecture and content strategies.
- Provided ongoing support for UICI's business units in the areas of content management and portal marketing programs.

### **Web Production Manager – UICI Marketing**

#### **Overview:**

Hired to develop Internet marketing strategies and provide web design and development support on all of the company's web initiatives.

#### **Primary Contributions Included:**

- Designed and developed all of UICI Marketing's websites and online initiatives.
- Responsible for search engine propagation, search engine optimization (SEO) and email marketing campaigns.
- Increased sales leads, web traffic and site loyalty.
- Built strong relationships with vendors and other UICI companies.
- Designed and documented the information architecture and user experience for all sites.
- Conducted user and validation testing.

6/2000 to 4/2001 - Digital Convergence, Inc. - Dallas, Texas

### **Director, Web Communications & Creative Services**

#### **Overview:**

Assembled and managed a team of media and creative professionals to define and implement online marketing strategies, software product releases and set the creative direction for all online initiatives. Additionally the team performed corporate and public communications.

#### **Primary Contributions Included:**

- Established the department's organizational structure, project methodology and marketing initiatives.
- Provided guidance, motivation, discipline and training to employees as well as additional leadership for other teams in the company.
- Contributed in the areas of project management, web content writing, market research, permission-based email marketing, web design and web development.

### **Manager, Membership Marketing – Demographics**

#### **Overview:**

Designed and built a membership website that provided online customers with exclusive benefits to insure continued loyalty for the company's products and services as well as our business partners.

#### **Primary Contributions Included:**

- Designed a consumer loyalty website to reinforce the company's brand, establish tools for consumer retention and create a vehicle for corporate and public communications.
- Grew the website's membership base to over 1.4 million.
- Performed demographic data analysis on information collected through software registration, website user activities, focus groups and online surveys.
- Developed business and user requirements for a permission-based email newsletter system.

4/1999 to 6/2000 - Shabang.com - Richardson, Texas

### **Manager, Web Marketing Team**

#### **Overview:**

Promoted to new position to function as the primary interface with senior management to conceptualize and plan marketing strategies for a start-up ecommerce company.

#### **Primary Contributions Included:**

- Executed Internet marketing strategies, such as permission-based email, viral campaigns, search engine registrations, directory listings, online advertising, affiliate marketing, virtual communities, contests and promotions.
- Insured the proper delivery of all the technical aspects of the company's marketing projects with special consideration on improving the user experience, design, product content and web-based sales.

- Managed a team that performed consumer surveys, online marketing projects, product merchandising and usability testing.

## **Internet Community Executive – Marketing**

### **Overview:**

Hired to build business relationships with local, national and non-profit organizations to increase sales and web traffic via online communities.

### **Primary Contributions Included:**

- Supported each online community with print and graphic designs, ad campaign management and contest support.
- Worked with the development team in improving and creating new website community features such as virtual occasion reminders, event calendars, specialized chat rooms and community message boards.
- Increased website traffic, public awareness and online purchasing.

### **Volunteer Work:**

1989 to 1991 - Curitiba Brazil Mission - Parana, Brazil

#### **Voluntary Full-time Missionary**

### **Primary Contributions Included:**

- Functioned as an instructor, supervisor and leader for two neighboring cities.
- Performed organizational and administrative duties for the church and its membership.
- Coached missionaries and church members in ways to improve their skills in teaching, time management and conflict resolution.
- Learned to speak fluent Portuguese within six months of living in the country.

### **Training:**

1/2004 - Project Management Methodology – 24 PMI PDU's

6/2003 - Client Relations - Perot Systems

3/2002 - BEA & WebLogic Portal Administration Training

3/2002 - UICI Corporate Project Management Training, PMI

2/2002 - Yahoo Portal Administration Training

3/2008 - Presentations: Techniques, Handouts, Display Technologies - Edward Tufte

6/2008 - Business Strategy and Process Management - Avenue A | Razorfish