



CAMERON BARRETT

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"Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."

— Antoine de Saint-Exupery

WORK EXPERIENCE

UBS Wealth Management Americas

Oct 2012 - Mar 2013

Sr. UX Design Consultant

Duties: UX Design, UI/Graphic Design, Wireframing, Rapid Prototyping, CSS3/HTML5

Responsibilities: I am responsible for mocking low-fidelity prototypes in Axure, high-fidelity mocks in Photoshop and working with the development teams to convert the graphic mocks into CSS/HTML code. I'm part of the UX Design team that handles UX across the entire software development lifecycle including user interviews, A/B testing, personae development and BRDs.

World Economic Forum USA

Oct 2011 - Oct 2012

Sr. Manager and UX Designer of the Engagement Technologies Team

Duties: User Interface Design, Front-end Development (HTML/CSS), Project Management, User Experience Design, Product Design

Responsibilities: I was responsible for **unifying the visual design** of the Forum's various screen-based properties (private online community, public web site, intranet, stand-alone tools, **mobile apps**, event kiosk) across numerous different technology platforms. Completely replaced a Drupal 6 theme with a new responsive design theme and prepared it for a seamless upgrade to Drupal 7. Worked on a daily basis with remote teams and contractors. Redesigned the iOS and mobile apps.

NewsGator Corp.

Nov 2009 - Sep 2011

Sr. UI Designer

Duties: User Interface Design, Front-end Development (HTML/CSS/Javascript), Project Management, Information Architecture, User Experience Design, Interaction Design

Responsibilities: I designed and built branded user interfaces for Fortune 100 companies (Kraft, eBay, Dolby, JPMC, etc.), the U.S. Army and Air Force. I was responsible for the UI for a series of communities dubbed "MilSpace", designed for company commanders and platoon leaders to share knowledge.

Cameron Barrett Consulting, BlogCorp, Inc.

Sep 2001 - Present

Owner & Consultant Design Technologist User Interface Designer Social Network Architect

Duties: Information Architecture, User Interface Design, User Experience Design, Graphic Design, Brand Consulting, Blog Marketing, Community Building, Site Development, Project Management, Social Network Architecture and Development

Responsibilities: Design and branding integration for client web sites, merging different design styles into one unified design. User interface design for complete suite of web-based products, including site design, framework, information architecture, design/technology integration.

Clients: ChartSearch, Inc., Hearst Publications, Active Health Management, Aetna, BlueFly.com, Thomson-Reuters, GameZebo.com, Dealbreaker.com, Snowboard Magazine, Gomez Associates, Manhattan Neighborhood Network, Camp Iliff, WatchBlog.com, MontclairKids.com, Draplin Design Co.

ASMALLWORLD.net

Apr 2008 - July 2009

User Interface Designer

At ASMALLWORLD, I was responsible for designing and building the **user interfaces** for the web applications that power an exclusive, invitation-only social network for the rich and famous. Dubbed "Facebook for Millionaires", ASMALLWORLD serves the widespread network of movers, shakers and tastemakers around the world with private forums, luxury goods online marketplace, online social networking services, blogs, extensive profiles, business networking and much more.

Responsibilities: Porting user interfaces and logic from old PHP framework to **Ruby on Rails**, implementing new design and creating new products like ASmallMagazine, an exclusive luxury market online magazine that caters to the high society base of ASMALLWORLD.

Confabb.com

Apr 2006 - Ongoing

Co-Founder, User Interface Designer

Co-founded, designed and integrated the front-end of Confabb.com, the Conference Community, a **Web 2.0 site** that wraps social networking features around more than 100,000 conferences worldwide. Built in **Ruby on Rails** and launched 4 months after functionality was defined. Turned the startup over to the business development team after launch.

J&R Music & Computer World

Feb 2007 - Oct 2007

Creative Director

Responsibilities: Led the creative and production team through an **ecommerce** platform change, redesigned a legacy ecommerce site (launching soon) and put into place a 2-year plan for taking ecommerce to the next level – integrating social networking, consumer-generated media and **Web 2.0 technologies**.



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Clark For President
John Kerry For President
Sep 2003 - May 2004

Responsibilities: Designed and produced the first web site for General Wesley Clark's bid for the President of the United States in less than three days. Built the first official blog for the candidate and then replaced that with the innovative and first-of-its-kind Clark Community Network, a hosted blog community that allowed Clark supporters to have their own blogs supporting the candidate. Trained the web production staff to build and maintain the Clark04.com site from November to February. Maintained the corporate identity of the campaign, designed much of the web-based and print-based campaign materials. Following Clark's departure from the race I joined the John Kerry campaign and helped them build their social networking initiatives.

Online Community Architect
Blog Strategist

CollabNet
Feb 2000 - Sep 2001

Projects: User interface design for SourceCast, a Web-based suite of software development applications. User interface design for a Mozilla-based audio player. User interface design for Netscape's Theme Builder Tool (developed using Mozilla technologies). User interface design for a browser-based metadata information helper application, client web site design and strategic planning.
Responsibilities: User interface design, online community development, web application design and development, production management, product instantiation engineering, customer support, intranet development.

Senior Information Architect
Design Technologist
User Interface Designer

Borders Online, Inc
Feb 1998 - Jan 2000

Projects: Borders.com e-commerce web site, bordersstores.com, bordersgroup.com, in-store Internet kiosks, print-based design, online marketing.

Interactive Designer

Responsibilities: At Borders I was part of a team of designers and developers responsible for the design, production, implementation and maintenance of a leading e-commerce web site.

SKILLS, TOOLS & TECHNOLOGIES

I am a **pioneer of the blog format** for Web sites; editor and creator of the second-longest running blog on the Internet, camworld.org (since June 11, 1997).

Technologies: HTML 4.0, HTML 5, XML, XSLT, CSS 2.0, CSS3, SASS (SCSS), compass, XHTML 1.0, Java Servlets, MacOS X, Unix, Git (Github), CVS, vi, pico, Windows XP/Vista/8, Firefox, Internet Explorer, Opera, BBedit, Photoshop CS5, Illustrator CS5, Macromedia Fireworks, Macromedia Dreamweaver, Javascript, Apache, PHP, MySQL, Perl, DHTML, JSP and ASP.

Rails Development: Rails 2.2, MySQL, Eclipse, Subversion, BBedit, Netbeans IDE, Aptana Studio IDE.

Skills: Cross-browser XHTML coding (IE 6/7/8/9, Firefox, Opera, Safari), HTML/Perl/PHP integration, XML, Ajax, Javascript, DHTML, Adobe Photoshop, Microsoft Office applications.

CMS Frameworks: Ruby on Rails, Drupal, WordPress, MovableType, Textpattern, Expression Engine, Scoop, Django and Axkit.

CSS Frameworks: 960 Grid System, Blueprint CSS, SASS/SCSS and YAML

Responsive Design: SUSY Grid, SASS (SCSS), compass, LiveReload

EDUCATION

Western Michigan University
1994-1996

B.A. in Creative Writing,
B.A in Telecommunications Management

Design Director of the Western Herald, student newspaper

Northwestern Michigan College
1991-1994

A.A.S. in Visual Communications

Art Director of White Pine Press, student newspaper
Editor-in-Chief of NMC Magazine