

Ray DeLaPena

ray@raydel.net

646-217-8225

91 Woodhull St, Brooklyn, NY 11231

www.raydel.net

Summary

I am a passionate user experience professional who specializes in making sense of complex problems and creating understandable, usable, and pleasurable rich internet applications, websites, and systems. I am active in the user experience community as an organizer and participant in several professional groups, always keeping abreast of current and upcoming trends in user experience design with a focus on information architecture, interaction design and visual thinking.

Work History

2008 - Madison Performance Group, New York, NY

Information architecture, interaction design, comparative research, business & systems analysis for:

- Customer facing e-commerce inventory and fulfillment systems
- Online education and incentive programs
- Corporate web-based performance & rewards programs
- Debit card transaction systems
- Customer service and issue tracking

2008 Consultant, Merrill Lynch, New York, NY

Technical documentation, comparative research, interaction design, information architecture for:

- Infrastructure reorganization to conform to ITIL standards.
- Issue tracking and processing procedures.
- Online training and knowledgebase.

2006-08 Founder, RayDel LLC, New York, NY

As "Personal Technologist," helped people and small businesses understand and use technology, including:

- User experience design
- Technology consulting
- Technical writing

2000-06 UX Architect, VersiDoc/Director Client Services, World Copy, New York, NY

Created and managed virtual service bureau specializing in litigation document production.

Service design, interaction design, and information architecture for:

- Internet-based document scanning, printing and hosting system
- Distributed OCR, OMR, image conversion farm
- Touch-screen scanning system integrated with standard multifunction devices
- Interactive production-floor management tool

1997-99 Consultant (MCSE), Paperless Office Enterprises, New York, NY

Provided technology solutions for paper-intensive processes.

Information architecture, interaction design, systems analysis, installation, documentation, support for:

- E-commerce system for Humanities
- Fax routing system for Citibank
- Video catalog and retrieval system for Bloomberg

- Mail processing system for CMS
- Litigation document production systems for top NYC law firms
- Loyalty and reporting systems for Hotel Revmax

Education

1991-1995 Pennsylvania State University, State College, PA

BA, Philosophy

- Concentration in human perception, understanding, and values.
- Participated in the Science, Technology and Society program.
- Studied with Ivan Illich (Author of Deschooling Society, In the Vineyard of the Text, Tools for Conviviality).

2009 School of Visual Arts, New York, NY

interactiondesign.sva.edu

Continuing Education

- Interaction Design Summer Intensive
- Visual Storytelling Through Comics: Theory and Practice workshop with Scott McCloud

2009 DelveNYC, Brooklyn, NY

www.delvenyc.com

DelveUI – Master class in user interface design.

Professional Associations

- Interaction Design Association (IxDA - <http://www.ixda.org/>)
- Information Architecture Institute (IAI - <http://www.iainstitute.org/>)
- Usability Professionals Association (UPA - <http://nycupa.org/>)
- UX Book Club NYC (*Organizer* – <http://www.facebook.com/group.php?gid=52191216814>)
- VizThinkNYC (*Organizer* – <http://nyc.vizthink.com>)

Areas of Expertise

- Information Architecture
- Interaction Design
- User Interface Design
- Business and Systems Analysis
- Visualization of Processes and Information
- Facilitation, presentation, and team collaboration

Tools & Technology

- MS Office Suite
- Visio
- iRise
- Adobe Creative Suite
- HTML/CSS
- WordPress, Joomla, Drupal
- Whiteboard, pen & paper sketches