

Jay F. Wopschall

4630 West 37th Avenue #9 Denver, CO 80212

<http://www.wopschall.com>

jay@wopschall.com

303.324.2743 cell

Professional Experience

Westlake Marketing, Louisville, CO

July 2006 - present

Senior Information Architect (Contractor)

- Redesigning the online shopping and product configuration experience

Schematic, Los Angeles, CA

February 2006 - May 2006

Senior Information Architect (Contractor)

- Delivered a flexible site layout for accesshollywood.com to allow frequent content updates while increasing revenue generating ad space
- Defined an integrated b2b extranet solution with PeopleSoft for Powell Furniture Company to increase sales through their distribution network
- Created a new web site for Studio411 featuring athletes, live video, and real-time scoring of surfing, skating, and motocross events

Genex, Los Angeles, CA

October 2004 - February 2006

Senior Information Architect

- Defined overall site structure and navigation based on customer and business needs
- Created wireframes and functional specifications in Visio
- Constructed competitive analysis and site audits to ensure client differentiation
- Lead Information Architect on projects for Honda, Lexus, Toyota, Activision, and Warner Bros Entertainment Inc.

McDATA Corp., Broomfield, CO

May 2003 - August 2004

Interface Designer, Information Technology

- Worked as a liaison between technology and marketing to ensure business and user requirements are met during implementation of web sites and applications
- Worked closely with channel sales and marketing to design and build HTML / Java Server Pages (.jsp) templates to serve up content through a content management tool by Documentum™
- Created and maintain ongoing design of company websites, promos, and custom applications for internal and external customers
- Lead task force to develop processes and procedures to improve our visibility, image, and credibility within McDATA.

BoldTech Systems, Inc., Denver, CO

June 2000 - May 2003

User Experience Designer, Consultant

- Communicated web application design functionality for an AT&T content management system through iterative development of HTML prototypes for quick customer feedback
- Helped bring in new business by designing and building rapid HTML prototypes to present to potential and existing customers highlighting our capabilities as a consultancy
- Saved development time for Level 3 Communications by creating Microsoft Visio® templates to define and demonstrate user interface functionality for customer sign off
- Designed and managed company's intranet/internet websites

Datalabs, Inc., Irvine, CA
June 2002 - January 2003

Interaction / Interface Designer (Contractor), Web Application Product Design

- Contracted to design and develop user interaction functionality for a web-based clinical data management application funded by Merck
- Designed overall site look and feel, logo, and HTML prototypes for user evaluation and approval
- Translated user and business requirements to determine overall site navigation and flow
- Delivered working HTML prototype ready for application development

NRGSource, Inc., Irvine, CA
Aug 97- June 2000

User Interface Designer, Principal Consultant

- Maintained and managed over 20 client web sites
- Managed site design development including, navigational maps, information architecture, user interface, and HTML programming
- Designed the overall look and feel and navigation for an eCommerce solution for HoneyBaked Ham® which significantly increase online holiday sales

Domain Experience	Software Skills
Quoting, ordering, configuring telecommunication products Customer Relationship Management Clinical data management Pharmaceutical Billing and Ordering Content Management Real Estate Assign and Design Network Design eCommerce Intranet / Extranet Portals Automobile Movie/Entertainment	HTML (Hand Code) DHTML, Style Sheets Java Server Pages, JavaScript Macromedia Home Site Macromedia Freehand Macromedia Flash Adobe Image Ready Microsoft Visio Tomcat, BEA Web Logic Microsoft Visual Source Safe Adobe Photoshop Adobe Illustrator

Education

- **Sun Training**, Java Programming, May 2004
 - **UCLA Extension**, Interface Design Principles, August 98 - October 98
 - **University Of Advancing Computer Technology**, Phoenix, AZ
Bachelor of Applied Science in Multimedia/Virtual Reality, August 97
 - **California State Polytechnic University at Pomona**
B.S. in Landscape Architecture, August 93
-