

## USER EXPERIENCE ARCHITECT

GLEN LIPKA

### OBJECTIVE & SUMMARY

- To design and build world-class experiences which creates fanatically loyal customers and success for the organization.
- To innovate and foster creativity to find new solutions to challenging problems.

A User Experience Architect with a unique blend of technical development and design skills which combine to create the best results in online product development. Successful web products and innovation since 1994.

**Web Dev Tools:** Hand Coded HTML/CSS, JavaScript, jQuery, ExtJS  
**Design Tools:** Photoshop, PowerPoint, Visio, Usability Studies, Whiteboard, Napkins  
**Sys Admin:** Windows Desktops & Servers, Exchange, Networks, DNS, Troubleshooting, SharePoint, Google Docs  
**Project Mgt:** Agile Methodologies, Scrum, XP, FDD, Excel, Work Smarter – Not Harder  
**Leadership:** Proven Leader, Team Player, Experienced Manager, Startup Expert  
**Design Community:** jQuery Evangelism Team, AjaxExperience 2007/2008 Speaker, Stanford University Guest Lecturer, ExtJS 2009 Keynote Speaker, NYU Stern School of Business Guest Lecturer

## EXPERIENCE

### DIRECTOR, UX AND PRODUCT DESIGN

MARKETO

December, 2006 — Present

San Mateo, CA

As the first non-founding employee, I was responsible for wearing many hats. Some of these included:

- Developing all User Experience flows
- Information Architecture
- Interaction design and informational copy
- Graphic design and CSS of the application
- Strategic and Tactical decisions to set the stage for future success
- Develop the online help system into a thriving community
- Acting as Sales Engineer, Trainer and Support Rep when needed

#### Achievements at Marketo

- Introduced the company to JavaScript libraries as the primary client-side technology. (ExtJS and jQuery) The early adoption of the technologies (2006) allowed Marketo to leapfrog the competition in client-side speed and flexibility.
- Designed new ways to achieve old goals including:
  - A new **landing page designer** that acted like Microsoft PowerPoint
  - A **workflow engine interface** that serves as the backbone of Marketo's value proposition
  - A **world-class segmentation tool** which is most commonly described as "so easy it's fun"

Marketo has been growing at a phenomenal pace and has created a passionate, engaged user community. I take enormous pride in my role helping Marketo succeed.

### SENIOR USER INTERFACE DESIGNER

INTUIT

December 2005 — December, 2006

Mountain View, CA

- Collaborated with all major business units including TurboTax, Quicken, QuickBooks, Payroll.com and ProSeries to improve their online presence and e-commerce  
Developed HTML prototypes for A/B and multivariate tests for the public websites
- Introduced the techniques of Interaction Design to achieve a better user experience
- Increased revenues and/or task completion on all major projects

*Online screencast portfolio and references available upon request*

As UX Evangelist at Intuit:

- Installed and maintained a SharePoint knowledge management system to promote best practices and techniques.
- Won 2006 Intuit UX Community Greatest Contribution to Ease of Use
- Introduced the company to interactive JavaScript frameworks like Dojo, MochiKit, Prototype, YUI and jQuery championing their use to increase interactivity on the sites and better User Experience

USER EXPERIENCE DESIGNER / PRODUCT MANAGER

REMEND

July, 2004 — December, 2005

San Mateo, CA

**Information Architecture and User Interface**

- Created **HTML prototypes** for flagship application, working closely and collaborating with engineering team.
- Prototyped all web applications using Microsoft Visio or HTML/CSS
- Designed and implemented basic JavaScript framework, which reduced engineering effort by 90% in client-side interactivity. The techniques in this framework were later popularized by jQuery and other frameworks

**Product Management**

- Acted as **lead Product Manager** for two versions of the flagship business workflow application
- Documented requirements in robust PRDs which included **UML Use Cases** and **BPML swim-lane diagrams**
- Contributed towards the overall product strategy and helped maintain focus on the company vision

**Network Security and Information**

- Voluntarily acted as System/Network Admin when resources were absent
- Upgraded several key systems including introducing Microsoft SharePoint as a knowledge management system
- Evangelized the use of **Knowledge Management** as a way to improve overall productivity and effectiveness

DIRECTOR, FOUNDER

KOKOPELLI NEW MEDIA

November, 1994 — January, 2003

New York, NY

**User Interface Design and Product Management**

- Acted as lead UI Designer and Information Architect for **Fortune 500 companies**
- Created wire-frame prototypes for all applications
- Designed and architected web groupware product (Hotkoko). Applications included: CRM, File Management, Calendaring and Project Management
- Prototyped all web applications using Microsoft Visio and HTML/CSS
- Defined objectives and strategies in robust written specifications

**Business Management**

- Founded company in 1994 and helped expand operations successfully for eight years
- Managed staff of 30 employees and oversaw \$4.5 million in annual revenue
- Closed sales and shepherded contract process from draft to signature
- Managed engineering team of 15 to achieve highly successful and interactive web results
- 1998 Silicon Alley Reporter "Entrepreneur to Watch"
- Successfully sold company in 2003 for a pittance

EDUCATION

University of NY at Buffalo

BA, Media Study, 1994