

## User Experience Design, Research, and Strategy

### Objective

A web industry expert seeking full-time opportunities to make everyday experiences more enjoyable and humane; and to design meaningful interactions between people, products, and services.

### Qualifications

- A seasoned web and software product professional with a keen eye for visual design and proven track record of bringing product ideas to life
- Adept problem solver and analyst, with the ability to diagnose and devise creative solutions that benefit users and the business
- An ability to improve experiences for the people I work with and the people for whom I'm building products and services
- A curious mind with a human-centered approach, gained from spending nearly a decade figuring out what makes users "tick"

### Current

UNIVERSITY OF CALIFORNIA-BERKELEY

*Masters Candidate '11: Information Management and Systems*

Areas of focus: Human-Computer Interaction, Interaction Design, User Research

Relevant coursework: user interface design, user experience research, new product development, tangible user interfaces, prototyping, distributed computing applications

COMMUNITY TECHNOLOGY NETWORK, Board Member

Serve on the web and marketing committee of this digital literacy advocacy organization

### Product & Design Experience

- Provided usability guidance through the creation of wireframes and site maps for Fortune 500 retail clients
- Led interaction design for new Fluid Retail merchandising platform
- Created methodology to determine whether Fluid clients should develop a mobile native or mobile web application to support ecommerce services
- Spearheaded the Fashion Your Firefox program, a Mozilla user-focused web application to customize Firefox based on user interests, resulting in a half million participants
  - Created concept, initial requirements, user flows, and launch strategy
  - Headed cross-functional team of web development, IT, design, legal, QA, PR, and external partners, from concept through product launch
- Drove a 75% increase in revenue for the Mozilla store by leading its redesign
  - Created requirements document, wireframes, product and merchandising plans
  - Led cross-functional launch team, including members of web developers, QA, IT, marketing and PR, and an external design agency
- Led initiative to improve visitor experience that reduced bounce rates to key Mozilla.com pages by up to 18%
- Created specification, wireframes and user flows for initial Personas for Firefox website, leading to 10 million downloads and thousands of community contributed designs

### Marketing Experience

- Reduced cost per acquisition by 90% while managing a \$1 million Mozilla acquisition marketing budget
- Directed marketing partnership programs at Mozilla
  - Increased partner downloads by 2x and generated press during the Firefox 3 launch
  - Generated over one million downloads of eBay and Kodak editions of Firefox
- Managed \$9 million baseline advertising and promotions program at Kodak Gallery
- Implemented and grew Kodak Gallery affiliate program to 10% of total company revenue (from 0%)

### DESIGN

Wireframes  
Information Design  
Use Cases  
Flow Diagrams  
Site Maps  
Prototypes  
Multivariate Tests  
Personas

### EXPERTISE

Project Management  
Product Marketing  
Brand Management  
Competitive Analysis  
Statistical Analysis  
Search Engine Marketing  
Survey Design  
ROI Analysis  
Copywriting  
Photography

### TOOLS

HTML/CSS/Javascript  
Fireworks  
Photoshop  
OmniGraffle  
Python  
Flash  
Web Analytics

### AFFILIATIONS

IxDA San Francisco  
BayCHI

## Experience Chronology

### INTERACTION DESIGN INTERN

Fluid, Inc. // May '10 - August '10

### PRODUCT MARKETING CONTRACTOR

Mozilla Corporation // December '09 - August '10

### SENIOR PRODUCT MARKETING MANAGER

Mozilla Corporation // August '06 - August '09

### MARKETING MANAGER

Kodak Gallery (formerly Ofoto.com) // October '02 - August '06

### FREELANCE--BUSINESS DEVELOPMENT/NAMING AND WRITING

Landor Associates // August '01 - August '02

### ASSISTANT ACCOUNT EXECUTIVE

GMO/Hill Holliday Advertising // September '99 - January '01

## Education

### UNIVERSITY OF WISCONSIN-MADISON

*Bachelor of Business Administration: Marketing*

Organizational Involvement/Honors:

Member of Professional Honorary Marketing Society and American Advertising Federation

### SAN FRANCISCO STATE UNIVERSITY – College of Extended Learning

*Information Design*

### UNIVERSITY OF CALIFORNIA-BERKELEY Extension

*Intro to Graphic Design*

## Additional Info

Board member of San Francisco Triathlon Club; finisher Ironman Wisconsin 2004, Ironman Canada 2006, Boston marathon 2004. Avid photographer. Enjoy travel, recently visited Cuba, China, and biked across Iowa.

Check out some of my recent photos: [flickr.com/rolnitzky](http://flickr.com/rolnitzky)

View my LinkedIn profile: [linkedin/in/rolnitzky](http://linkedin/in/rolnitzky)