ctm

Disclaimer:
This is a temporary portfolio with curated work that is not protected under NDA.

July 2018

http://www.glorimar.com

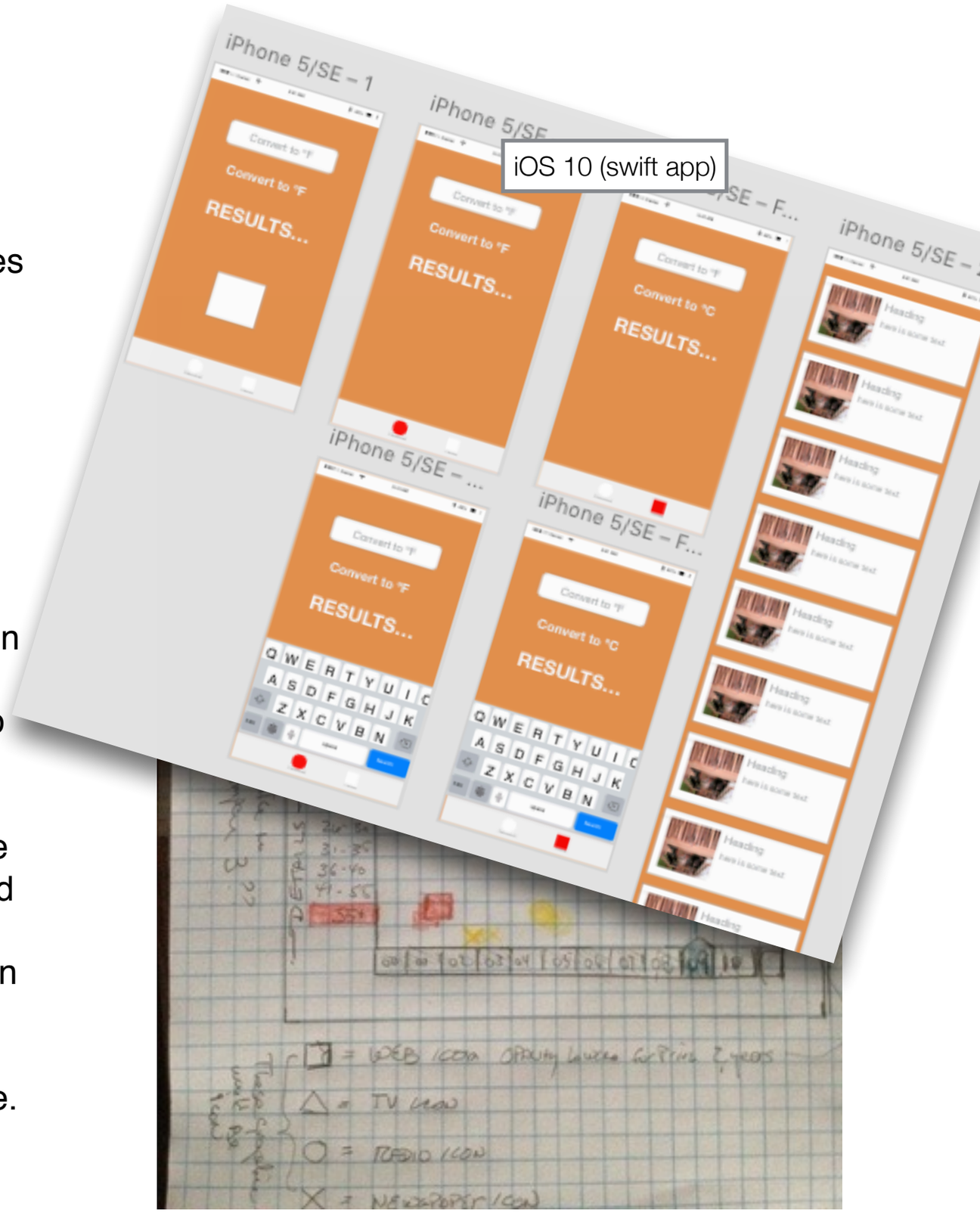
UX before there was UX

My role is to work within business-centric cultures and advocate for users and usability, but most importantly of all, for experiences. I have been designing and advocating for user experience design since before the term “UX” was coined. I have presented designs and research to companies in many audience-centric ways.

As a UX lead for multiple companies, I have lead UX research and testing, as well as business-focused designs. One of my strengths is aligning business goals with design and technologically feasible execution. I am a technology-design-business liaison in many respects.

As a design instructor for the past several years, I have been inspiring students to think about the audience first in their design. I have helped inform cultural change at a leadership level through these students.

As a UX Designer* at EMC2, my challenge was to persuade software engineers to think their work must be engaging and usable to reach a broad audience. In fact, I was the first to bring personas and design thinking to the company’s table in the early 2000’s. My work has helped convince project managers, stakeholders, and engineers alike that planning for usability is undeniably part of good development practice.



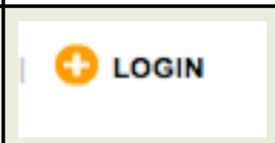
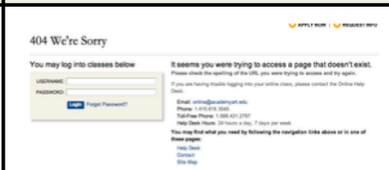
*Actual title was Senior Applications Engineer

heuristic reports

heuristic	
1	Visibility of system status
2	Match between system and real world
3	User control and freedom
4	Consistency and standards
5	Error Prevention
6	Recognition rather than recall
7	Flexibility and efficiency of use
8	Aesthetic and minimalist design
9	Help users recognize, diagnose, and recover from errors
10	Help and Documentation

legend:

heuristic ranking system	
lc	low concern: does not impeded audience from achieving goals; should be addressed as soon as resources are available
mc	low concern: does impact but not impeded audience from achieving goals; should be addressed in next release
hc	low concern: does impeded audience from achieving goals; fix immediately

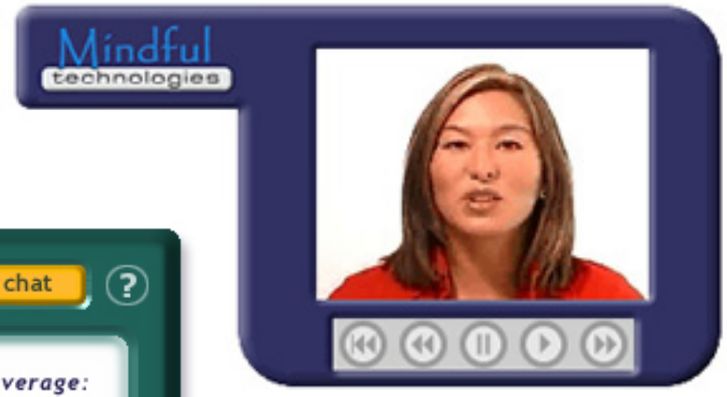
3 , 6 & 9	orange '+' icon to indicate login system	
5	404 errors result in a custom page to aide audience in resolution	
7 & 10	use site map to aid audience in finding section of site quickly	
8	design is simple and clean	

1999-2003

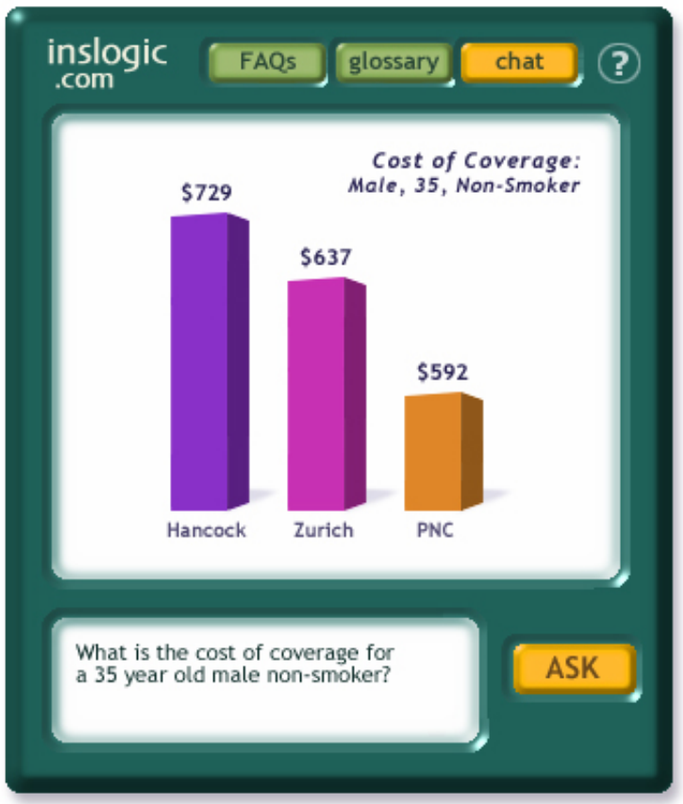
insLogic.com
1.800.insurance
Your whole world is changing...
Get Quotes
Make a Claim
Manage your account
Learn
...why shouldn't the way you buy insurance?

GEN3 Partners
New
Guide
WE BUILD NEXT GENERATION BUSINESSES
Business is accelerating and changing
...Take advantage of it
>> Learn How
ABOUT
NEWS
WORKING@
Contact
BOSTON • NEW YORK • SAN FRANCISCO

ServiceSoft SuperStore
My Account | Contact Us | Shopping Cart | Search
Departments
Appliances
Home Electronics
Home Furnishings
Computers
SALE
Just Released!
$16.99
4.9% SuperCard
SHOP
Browse our on line store for the latest selections
LEARN
Learn about the best way to set up your audio system
LISTEN
Listen to cuts from the hippest tracks in our MP3 section
Web ONLY Special!
E-mail Contact
LiveContact
WebAdvisor


Mindful technologies

Babson Monday Network T...
Welcome
BABSON COLLEGE
Category
Information Technology
Industry
-- Select Industry --
Keywords
Search
Advanced Search
Navigation Tool Box
Log In
Become a Member
Become an Affilate
Notes
Go to babson.edu
Home
Name
Category
Resume
eMail
Cell
Relocate
::Kenneth Honer
Click here to view resume
::Michael Ciaccio
Summary: Senior information technology professional with a diverse background in operations, consulting, and software engineering encompassing all aspects of the system development life cycle. Experience includes: design and implementation of several eCommerce and eBusiness solutions for clients in the high technology and financial services industries which have reduced costs by optimizing
::Peter
Name:
EMail:
Click here
Mobile Ph
Category
link to their resume.
:: gloimarinteractive © 2003


inslogic .com
FAQs
glossary
chat
Cost of Coverage:
Male, 35, Non-Smoker
$729
$637
$592
Hancock
Zurich
PNC
What is the cost of coverage for a 35 year old male non-smoker?
ASK

case study

NEIA - UX | Ui Instructional and Training

CHALLENGE: Engage and instruct new college students in modern design thinking, style, methods and tools.

MY ROLE: As a Graphics & Web instructor I was in a unique position to guide young student through to tools and methodologies of modern design including Introduction to coding for the web, Introduction to Advanced use of the Adobe Creative Suite(Cloud) UX Design Tools like: Sketch, Adobe XD, SilverBackApp, Balsamiq, Axsure and Design Methodologies like Design Thinking, UX Guerrilla Testing , Wireframing and Rapid Prototyping

RESULT: Over the period of 10 years and hundreds of students I have past grads in all major aspects of our industry with the majority in the UX discipline. They are working in high-level Fortune 500 Companies, Agencies and small shops across America.

The New England Institute of Art®

Case study

EMC2 - CCA5* - UX UI Focused - Enterprise Level

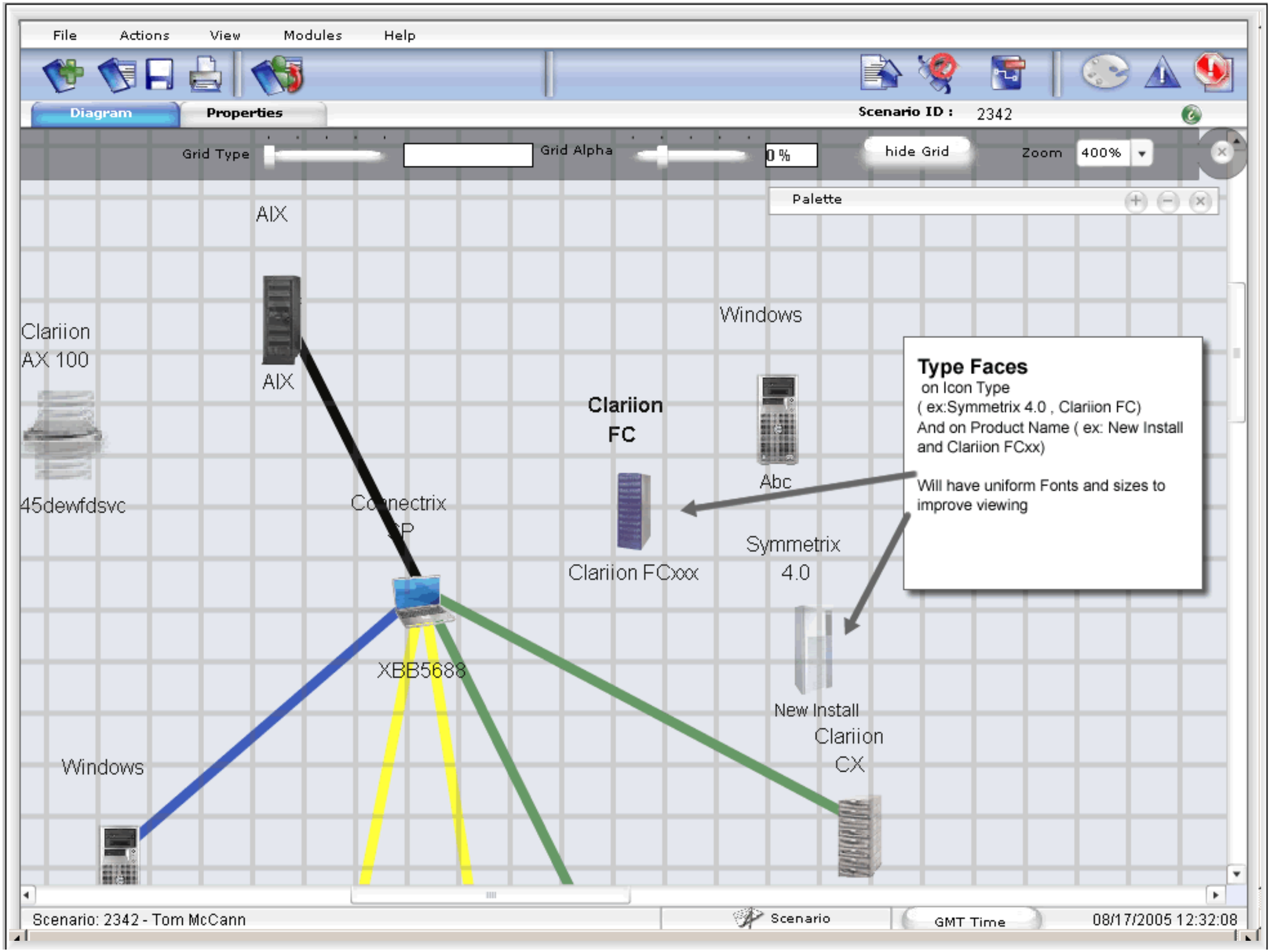
CHALLENGE: As the team first UX/UI lead, I needed to forge paths across silos in a historically divided company group. Field managers desperately needed a tool, to manage enterprise level devices. The issue was the tools were command line and needed a visual method of control.

MY ROLE: Working with stakeholder and end users of the CCA product I introduced personas as a design and development tool. Allowed for a clearer understanding of the needs of the target audience. I designed a "drag and drop" style interface for Field managers to visually understand the network environments under their management. I worked closely with the engineering groups to implement design ideas and style and make the CCA 5 Tool a success

RESULT: During my tenure, the CCA5 application being used by 5000 unique users across the globe. The speed and knowledge due to the visual UX | UI they were able to manage the network environments resulting in less network collision and cost saving estimated in the millions annually.

* (Change Control Application 5)

EMC²



2004 -2007 CCA5

Modules File Actions View Help

show tools

Topology | Properties | General | Customers | History

General:

Name: dddd

Owner: Mccarthy, Kate

Visibilty: General

Note:

Project:

Created: Mar 16 2005 9:59AM

Modified:

Last Saved By:

Scenario: 2681 - dddd

Actions View Help

show tools

Properties

Scenario ID : 2771

Palette

Host

AS 400 | Windows | AIX | HP - UX | Main Frame

Sun Solaris | Unisys 2200 | Unisys A Series | Unisys MCP | Generic OS Host

Amdahl MF | Bull MF | Fujitsu MF | Fujitsu Siemans MF | Hitachi MF

IBM MF | Linux | ICL

Palette | Assets | Properties

Connectrix

Connectrix

Symmetrix DMX1

Symmetrix 4.0

Symmetrix 4.0

	Description	As
	bbbb, Offline - Not Supported Online	HK
	vvvv, Offline - Customer Decision	MC
	nnn, Offline - Customer Decision	MC

Output

links

270593

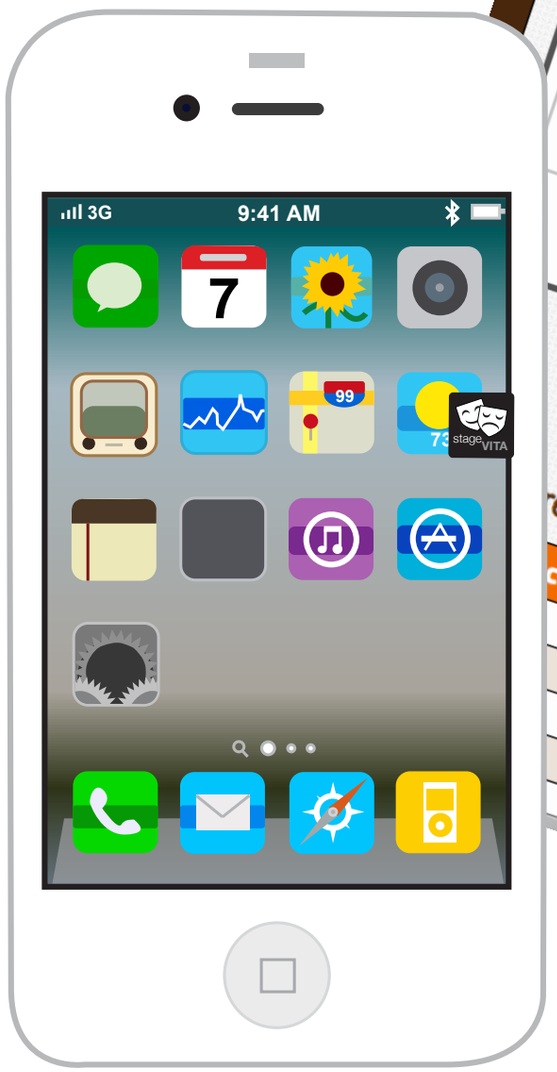
case study

StageVita Project -UX,UX Testing and UI Design focus Consumer Project

CHALLENGE: StageVita was a UX/Design project for amateur theater participants. The Business goal was to provide a simple audience friendly tool for actors, and amateur theater workers to share, post manage theatrical resumes. These are lovers of the arts and not professional actors.

MY ROLE: UX and Visual Designer I created and tested design ideas. After understanding needs, I conducted interviews with local target audience members from this wireframes, and visual prototypes were created and tested including A/B testing. Based on that testing s report was made to the site owners.

RESULT: Based on my report after testing and early design the project owners decided to halt development for the foreseeable future. Project initiated by a group of individuals self-funding.


3G
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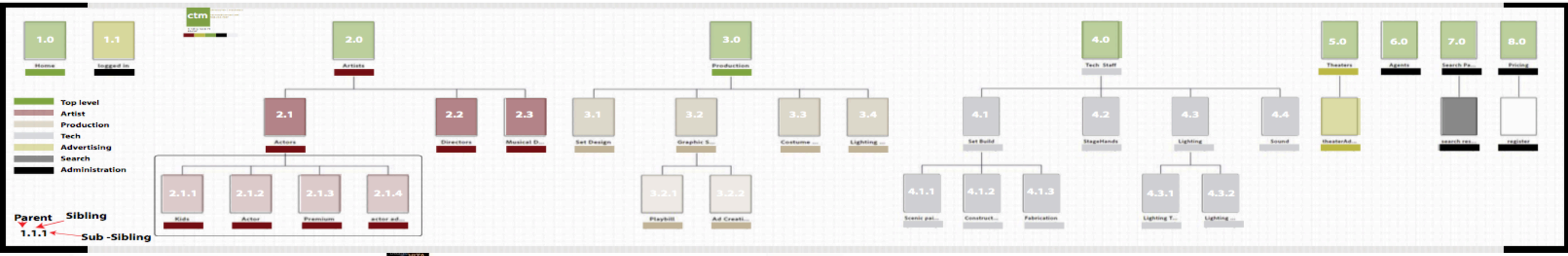
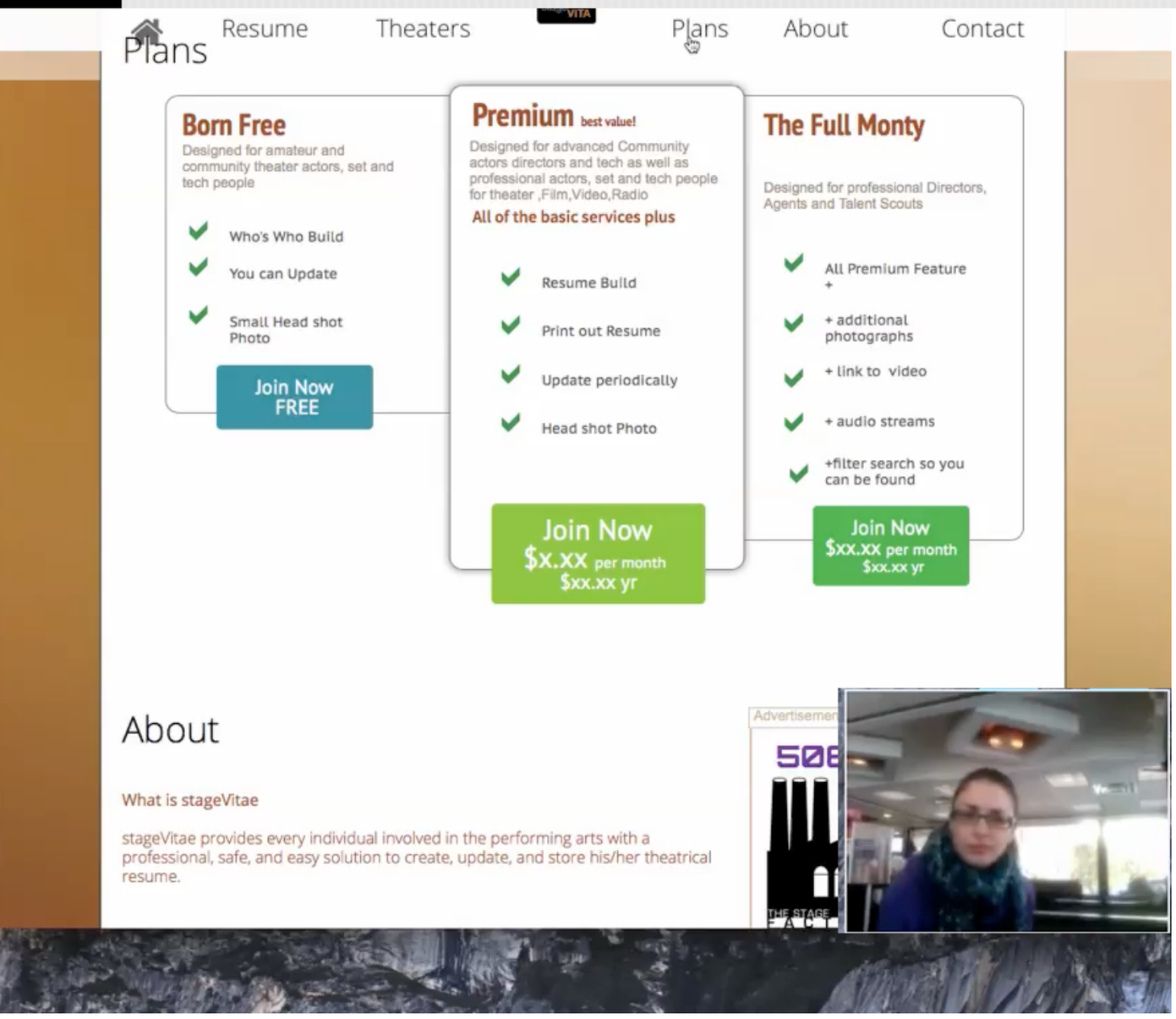
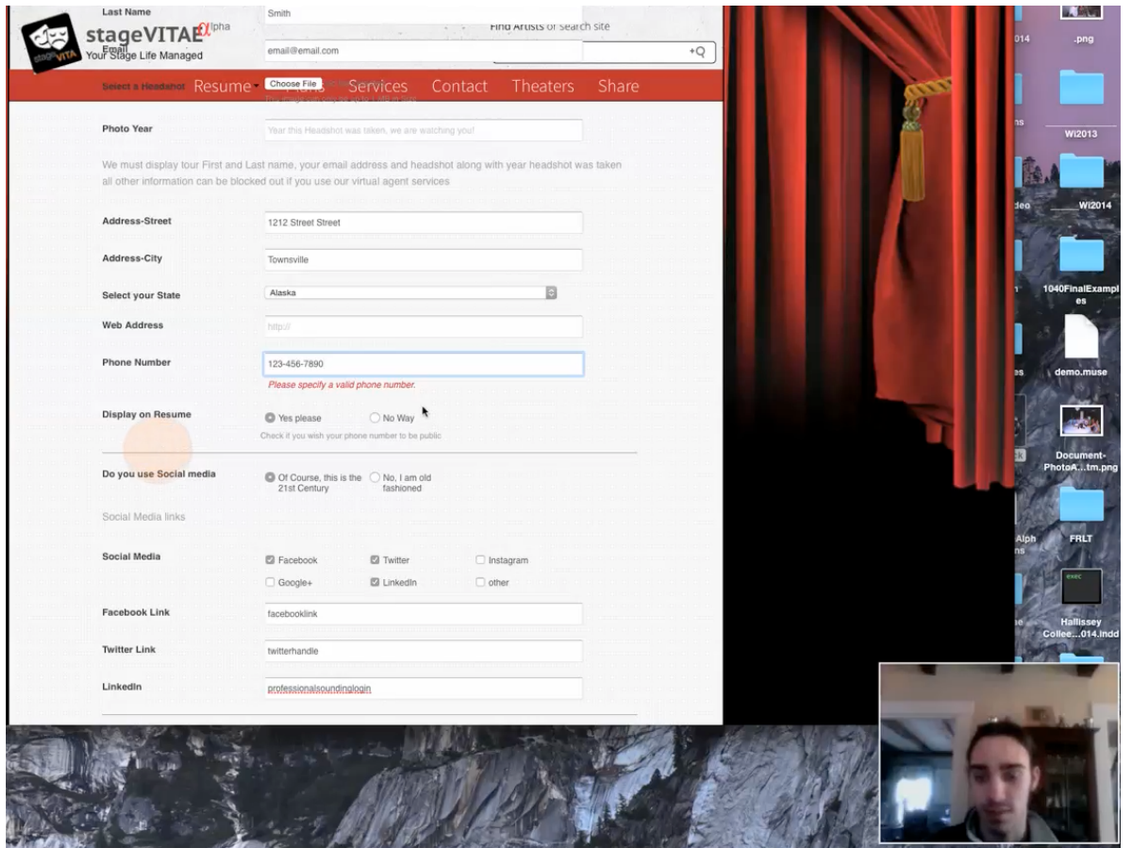
7
99
73
stage VITA

The LITTLE THEATRE of Fall River, Inc.
OKLAHOMA!
October 10 - 13
Margaret L. Jackson Performing Arts Center
Bristol Community College
Fall River, Massachusetts
stageVITA
Artists
Home
Production
Tech Staff
Theaters
Agents
Search
Advanced Search
Your Name
ACTOR | X
STAGE | X
Upload Head Shot
Vitals
Age
Height
Weight
Hair Color
Eye Color
Vocal Range
Contact Info
Town of Residence
Contact Phone Number
Email Address
Current Show
Show Title
Performance Date
Theater Company
Professional Organizations ,SAG .ACE etc
Bio Statement
0 of 255 Characters
redits
Please list in reverse chronological order
ce
Role
Company/Studio
Year







Information Architecture

Guerrilla Test Screen Captures

A | B Testing

This is version A/switch to version B

stageVITAE alpha

Your Stage Life Managed

ALPHA TESTER LOGIN

Find Artists or search site

Resume Plans Services Contact Theaters Share

Why you should be part of stageVitae

Alternate

Create, edit and manage your theatrical resume anytime and share it in minutes.

No need to search for your resume in a cluttered hard drives or even mulitple devices.

No need to print copies of your resume to take to every audition just send them a link. (although this option is still available).

No need to provide biographical information to the Playbill Manager for each show you are part of the cast. You have all right here at your finger tips

Your Theatrical R

CLO

Your professional lo always current and r

What is stage

This is version B/switch to version A

stageVITAE alpha

Your Stage Life Managed

ALPHA TESTER LOGIN

Resume Theaters Plans About Contact

Your professional looking theatrical resume always current and ready to share!

Create

Copy to go here

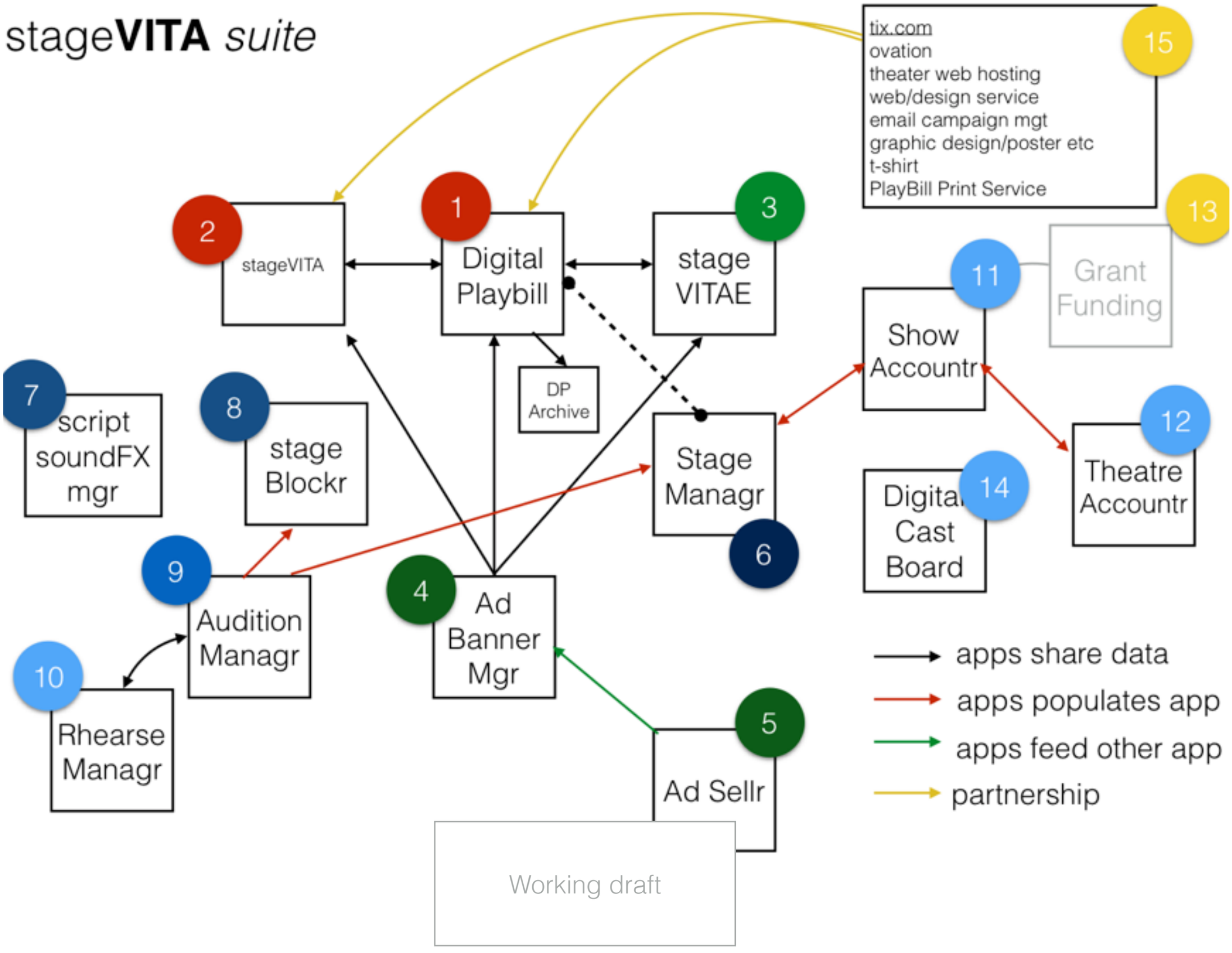
Edit

Copy to go here

Share

Copy to go here

stageVITA *suite*



Flows

Name : Jennifer Giles / Mother

Occupation: Marketing Professional

Age: 46 –can play much older and about 10 ears younger

Gender: female

Theater Role: Director, Actor

Theater Skills: Sings(Soprano) , Dance -Jazz, Tap, Lyrical

"I want to manage my resume I have data on 3 systems -I feel disorganized!"

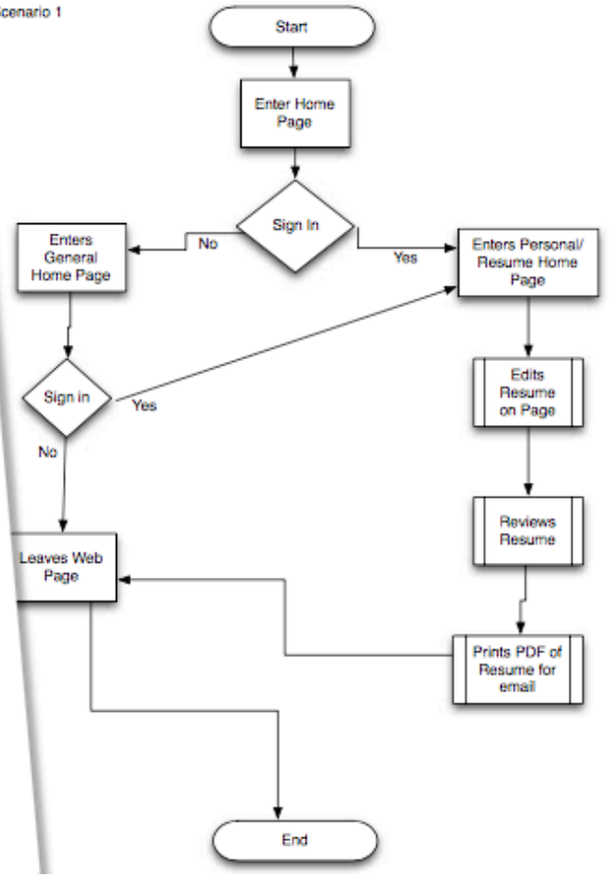
Primary Motivation for engaging in the user interface: Life is busy needs a central location to manage her theatrical resume- theater is her personal passion.

Technical Skills:
PC, Windows 7 because, it came with her computer. Well versed in business software (Word, Powerpoint, Excel).

Uses the web daily for work and for fun often uses Facebook to connect with friends, uses Twitter and YouTube as well as Linkedin. Signed up for Instagram but has not used it .

Contextual Considerations:
Nothing gets in her way; when she puts her mind to something, she finds a way to do it.

User Scenario 1



ctm

"I want to manage my resume I have data on 3 systems -I feel disorganized!"

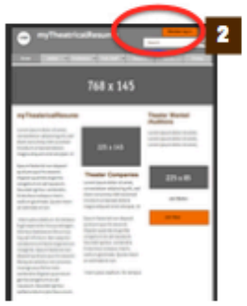
christopher macdonald

Jennifer

Key action(s) in this scenario

Page 1 of 3

Jen enter URL via book mark in browser sees home page



She clicks member Log In in top right

Reviews her Resume- clicks the edit on in right of page

All fields are now editable, she make required changes and reviews

She clicks the link to print a PDF of Resume

She then click log out and leaves page, closes browser

Screen Flow - Persona - Base Wire Frame

Name /Label: Christopher Blake / Child

Occupation: Kid / Student

Age: 5 - can play a bit older

Gender: boy

Theater Role: Actor

Theater Skills: Sings, Dance-Jazz, some Ballet, takes Karate

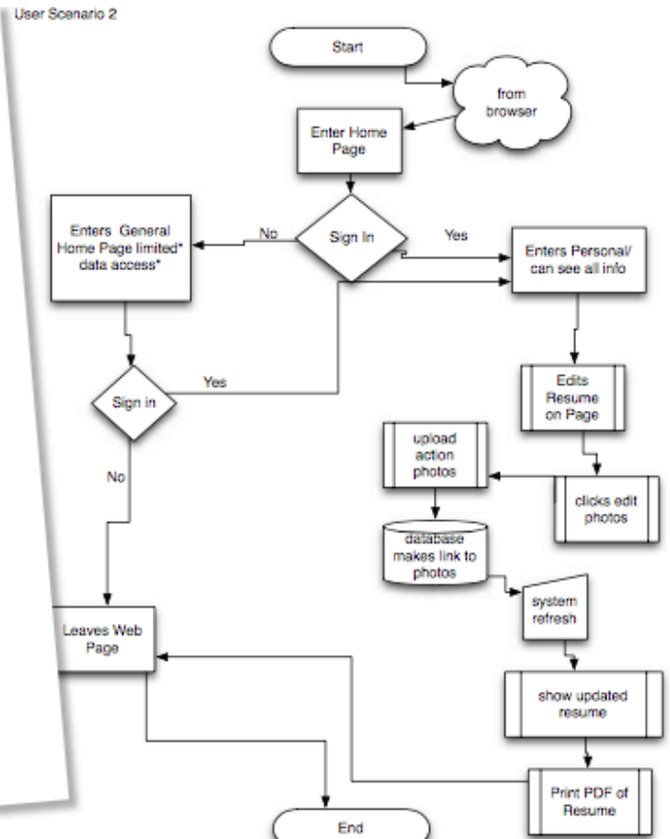
Primary motivation for engaging in the user interface: Not his but his parents in an effort to get him ,ore acting opportunities, however they have big concerns about his safety on the web so how will this tool protect his personal information

"I want to be on stage more...where can mommy find me more roles!"

Technical Skills:
iPad and plays games, uses Skype to chat with grandma in another state

Contextual Considerations:
Bugs rule, girls drool. He wants to grow up to be a baseball player or a movie star. He loves getting dirty, no matter how mad his Mom gets at him when he does.

User Scenario 2



"I want to be on stage more, where can mommy find roles for me!"

Christopher (really Mom)

Christopher's Mom enters Url via entering it into the web address bar

She clicks Member Log in button top right of page

Christopher's Mom review the current public page

She clicks edit because she is logged in see is shown the Admin page where she can edit all

She selects up load photos and uploads photos from his last performance and reviews-

She leaves the computer and after 15 min the system logs her out. Returns to home page

Case study

T-scape - Branding and UI Focuses

CHALLENGE: Client is a small -medium sized landscape business that needed to move to the next level due to the customer base. Design material was created by family and friends so there was a natural bias toward a design that did not represent the new vision of the company.

MY ROLE: Designing and developing web presence in mid 2000's led to assisting in marketing materials including responsive HTML email campaigns. Over the course of our relationship a re-branding opportunity arose in which I was able to engage the business owner and help him to rebrand his company

RESULT : Higher impact on consumers with the brand being re-inforced and creating a brand identity of quality and service. There has been a sales increase year over year since my involvement

T-scape

Landscape Services

Modern Re-brand 2016

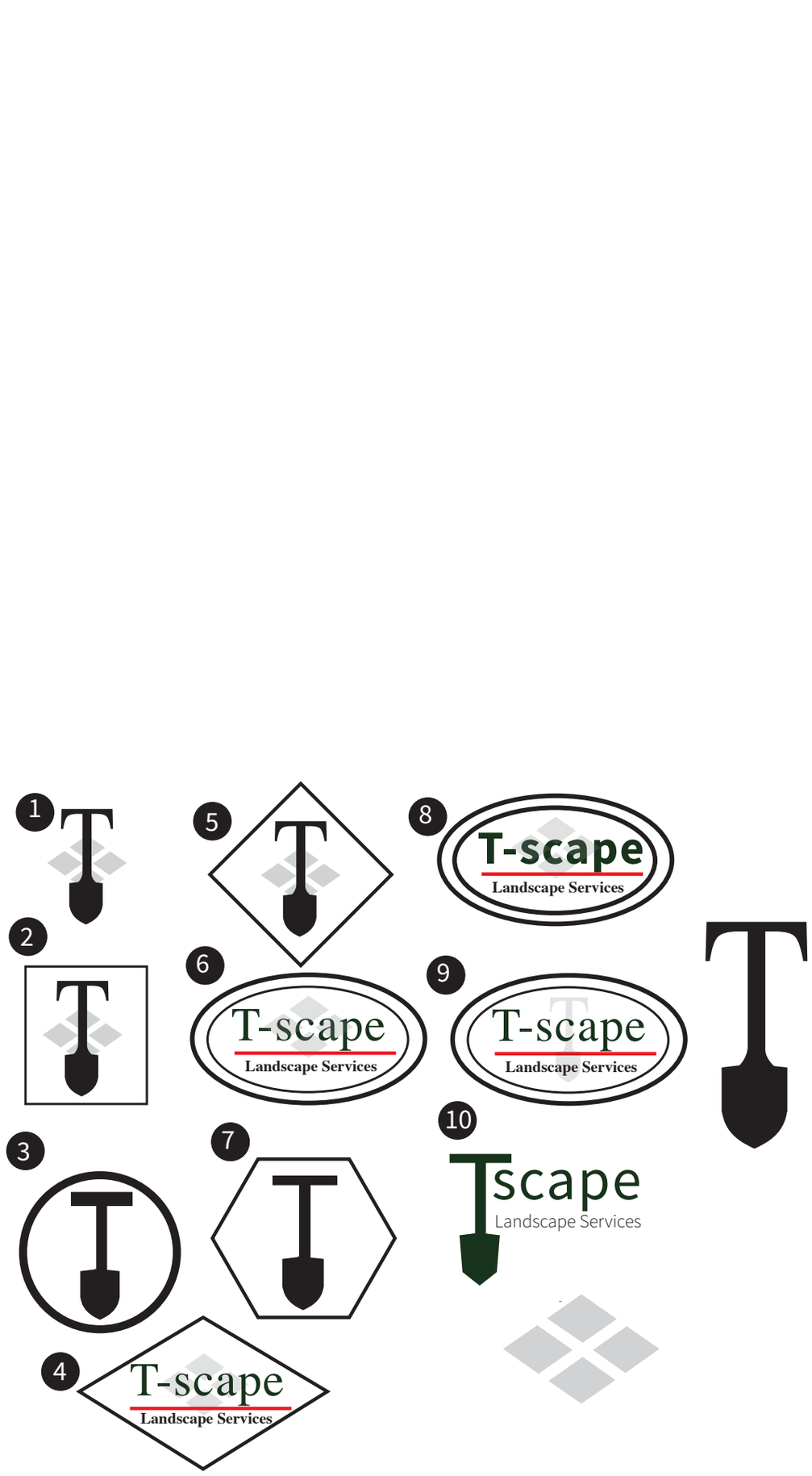
T-scape inc

Landscape Services

Image traced

Orignal PSD

original brand
and digital sketches
of logo ideas



t-shirt design to be used by staff in warm weather

1955 County Street
Dighton MA 02715
774-872-0669

www.tscapeinc.com

CUSTOMER NAME _____ DATE _____

CUSTOMER ADDRESS _____

QTY	DESCRIPTION	PRICE	TOTAL
		SUBTOTAL:	
		TAX	
		TOTAL:	

Order Filled By : _____

Thank You !

Patios ◆ Walkways ◆ Water Features ◆ Night Lighting

Stationary and Business card design

Alternative Logo design for
promotional & uniform ball caps

Design for branding of company vehicles today 5 out of fleet
of 8 have been completed

fold line

fold line

T scape
Landscape Services

1955 Country Street
Dighton MA 02715

508.821.9900

tom@tscapeinc.com

www.tscapeinc.com

facebook.com/TScapeInc

fold line

fold line

fold line

fold line

stationary designed to match brand

Case study

Lafayette Durfee House-Non Profit Digital Presence

CHALLENGE: Small 501c3 nonprofit limited budget needed to get a visual and social presence for living history museum. Board consisted of non-tech savvy individuals

MY ROLE: Worked with Board of Directors to design and create a web presence, social presence, and branding. Ideated concepts for UX and all digital media worked with other designers to implement and to create community exposure

RESULT: 50% Increase in Membership, 80% Visibility, 150% Donations and social media exposure. Fiscal 2017 the largest single donation year over the past 20 years. Invited to the board in 2015

1750

Lafayette Durfee Houfe

LD
HF

d 2 s

1750

Museum

OPEN
TODAY

LD
HF

Lafayette Durfee
Historical Foundation

Facebook Event Banner for Battle of Fall River

Logo for Battle of Fall River

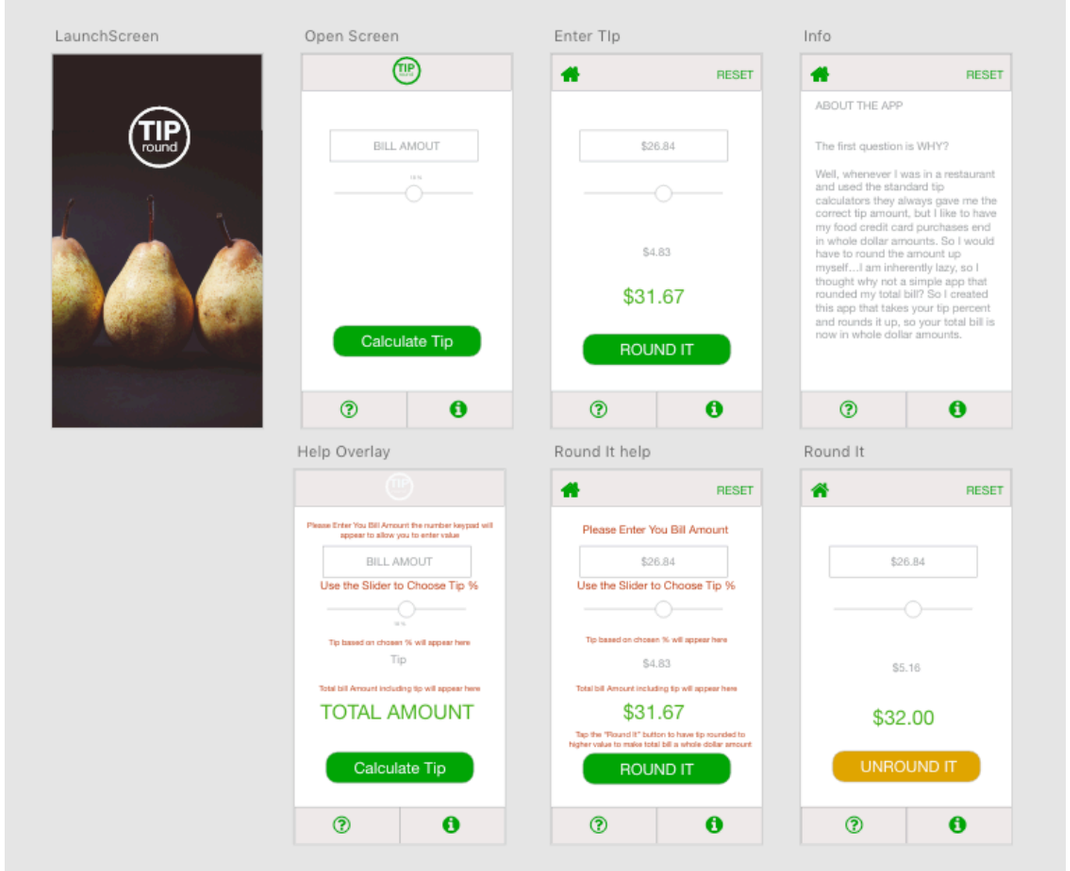
case study

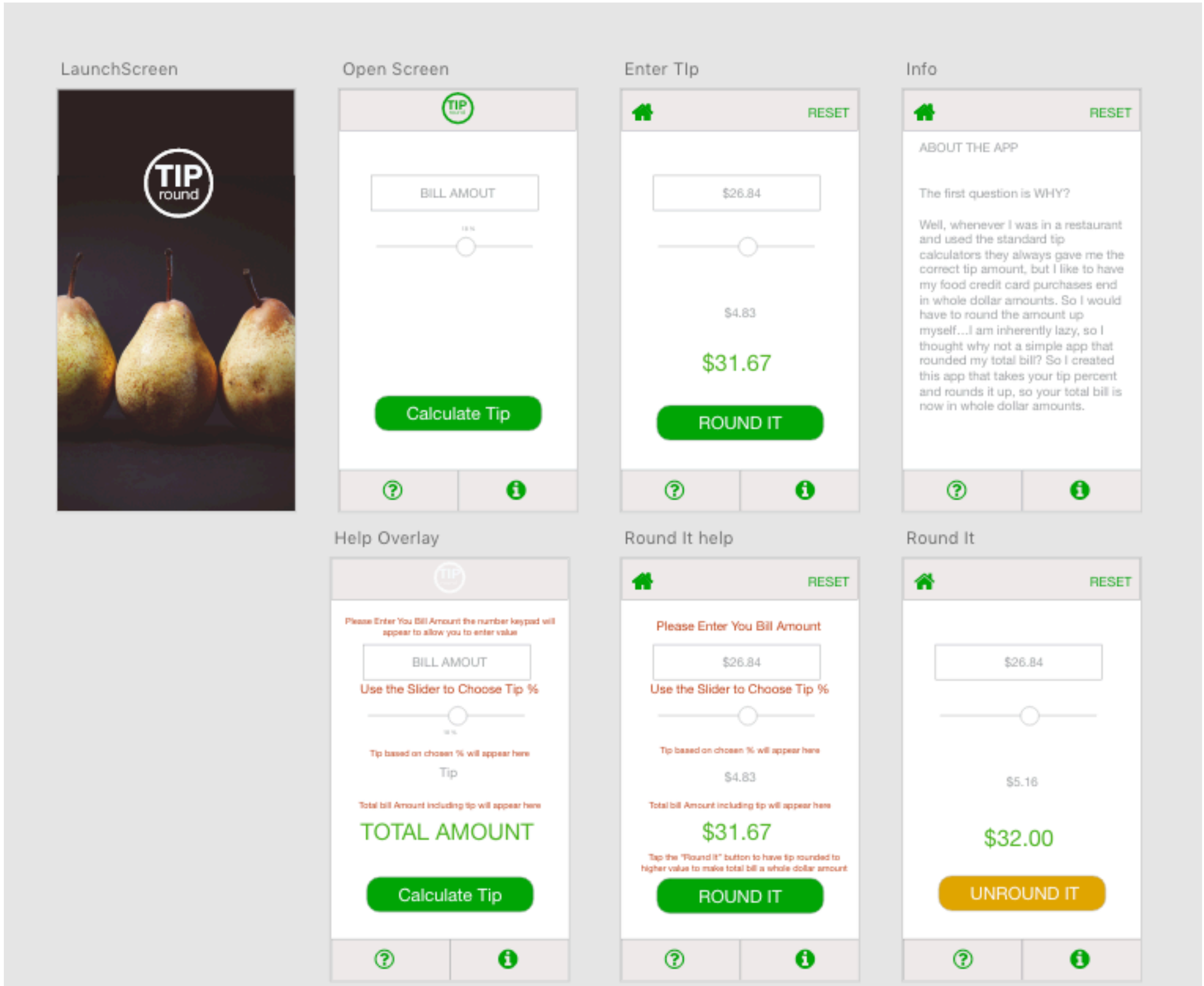
iOS Application Development

CHALLENGE: Personal goal to build Swift 3.0 iOS10 application development

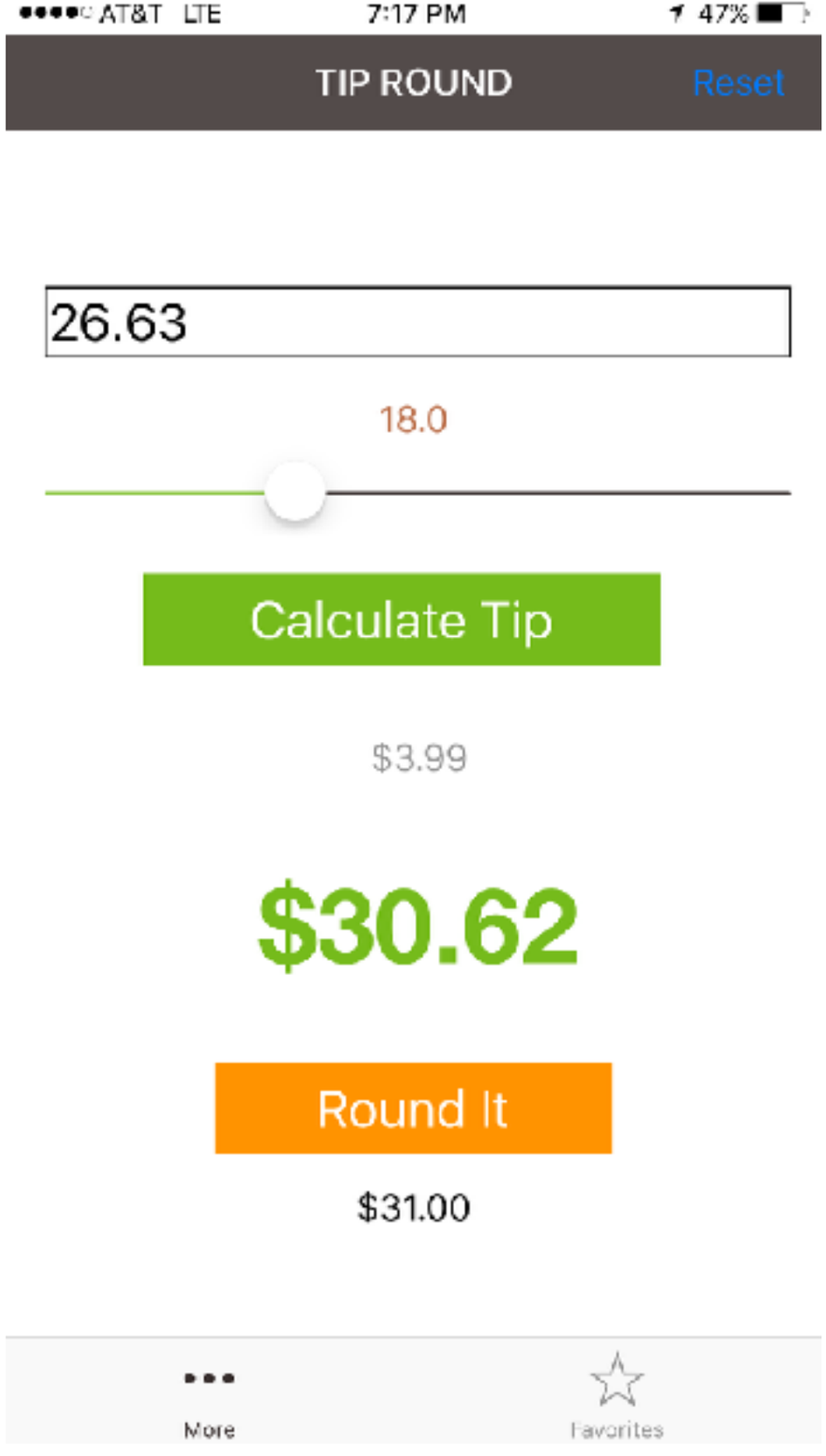
MY ROLE: Designed and developed four applications for iOS 10 Two are currently in the app store with Two more still in design and testing poses.

RESULT: Personally rewarding and fun no professional gain other than experience in iOS Design Development





High fidelity wireframe for acceptance testing of “Round it “ app.



Visual elements created for acceptance testing of “Round it “ app

App Store

Christopher Macdonald

iPhone Apps Bestsellers

Pirate Flags v2
Entertainment
+ $0.99

Revolutionary War Flag...
Stickers
+ Downloa...

iPad Apps Bestsellers

Pirate Flags v2
Entertainment
+ $0.99

Revolutionary War Flag...
Stickers
+ Downloa...

https://www.facebook.com/glorimarapps/

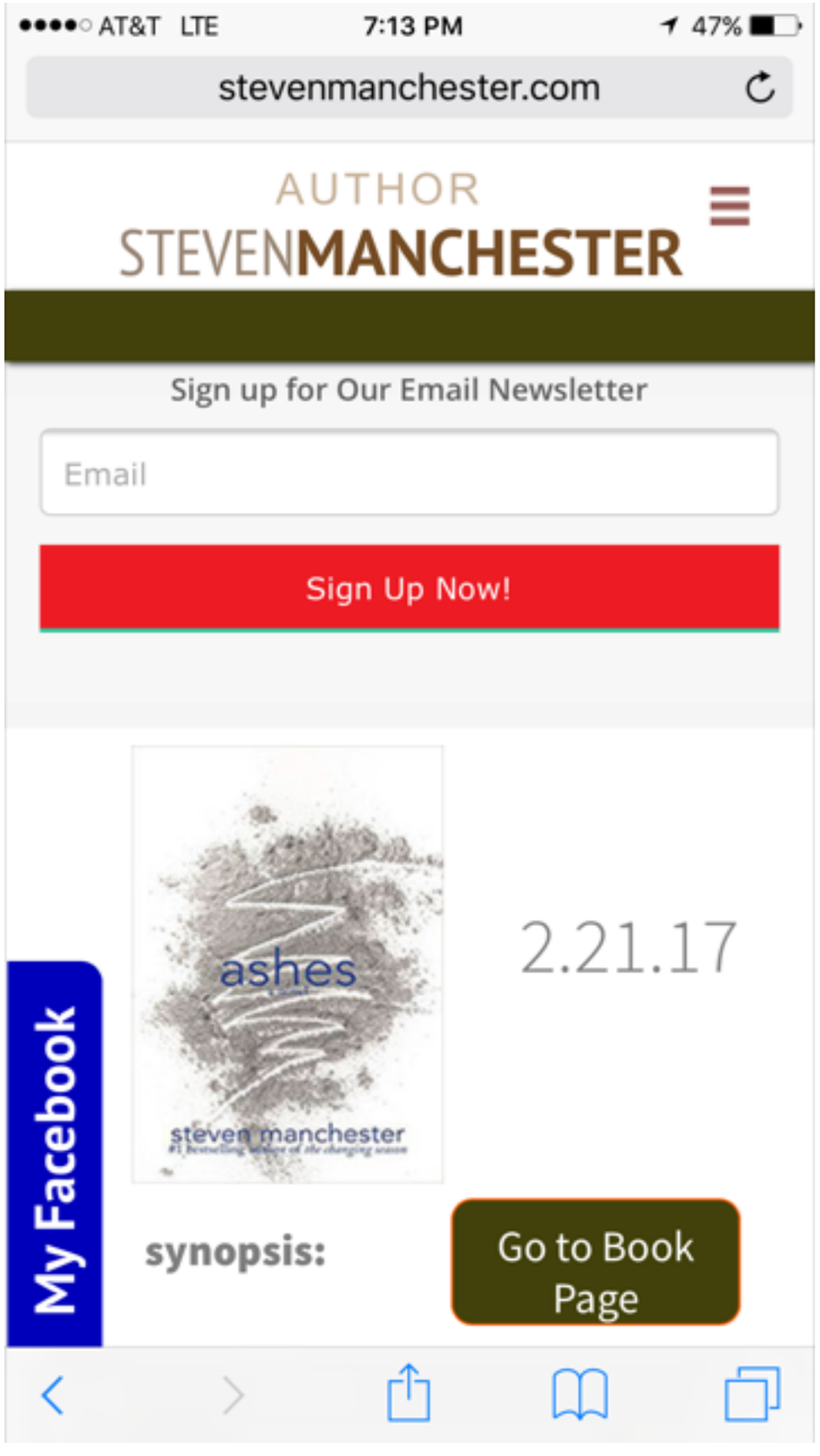
https://itunes.apple.com/us/app/pirate-flags-v2/id1236877560?mt=8

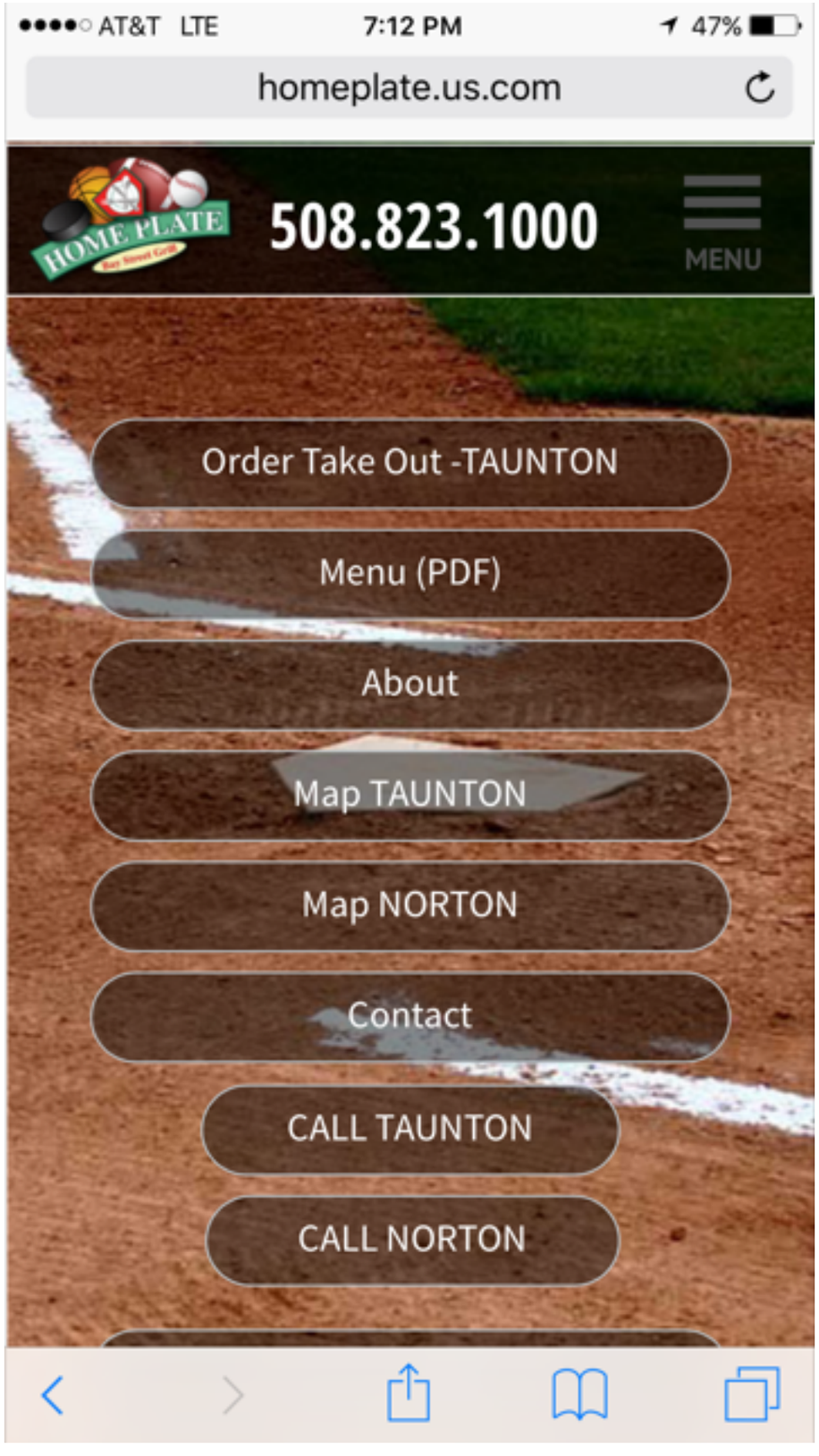
https://itunes.apple.com/us/app/revolutionary-war-flag-stickers/id1220616700?mt=8

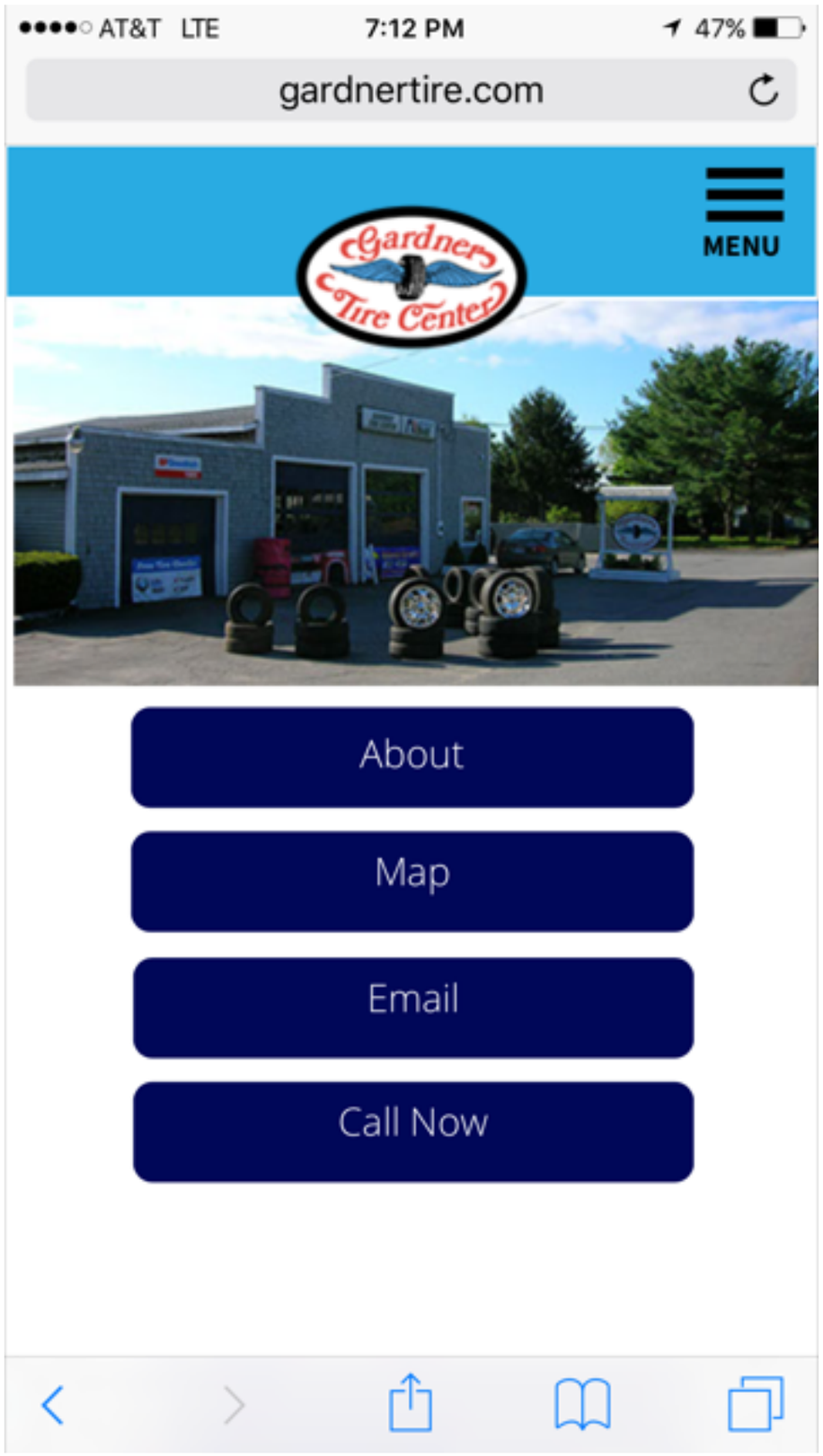
Revolutionary War
Flag Stickers

ctm

Mobile Site Designs


AT&T LTE
7:13 PM
47%
stevenmanchester.com
AUTHOR
STEVENMANCHESTER
Sign up for Our Email Newsletter
Email
Sign Up Now!
ashes
steven manchester
2.21.17
My Facebook
synopsis:
Go to Book Page


AT&T LTE
7:12 PM
47%
homeplate.us.com
HOME PLATE
508.823.1000
MENU
Order Take Out -TAUNTON
Menu (PDF)
About
Map TAUNTON
Map NORTON
Contact
CALL TAUNTON
CALL NORTON


AT&T LTE
7:12 PM
47%
gardnertire.com
Gardner Tire Center
MENU
About
Map
Email
Call Now

AT&T LTE
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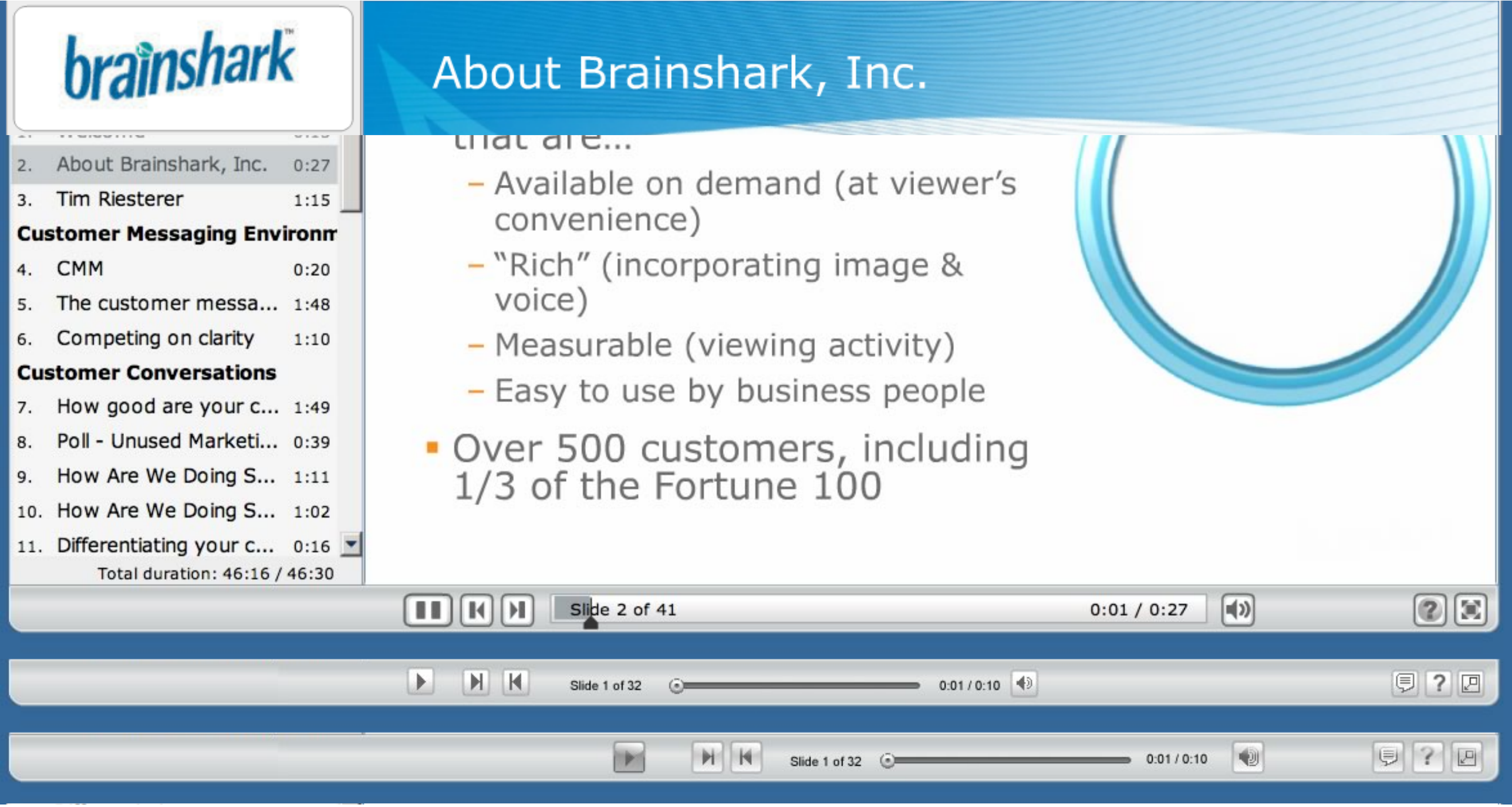
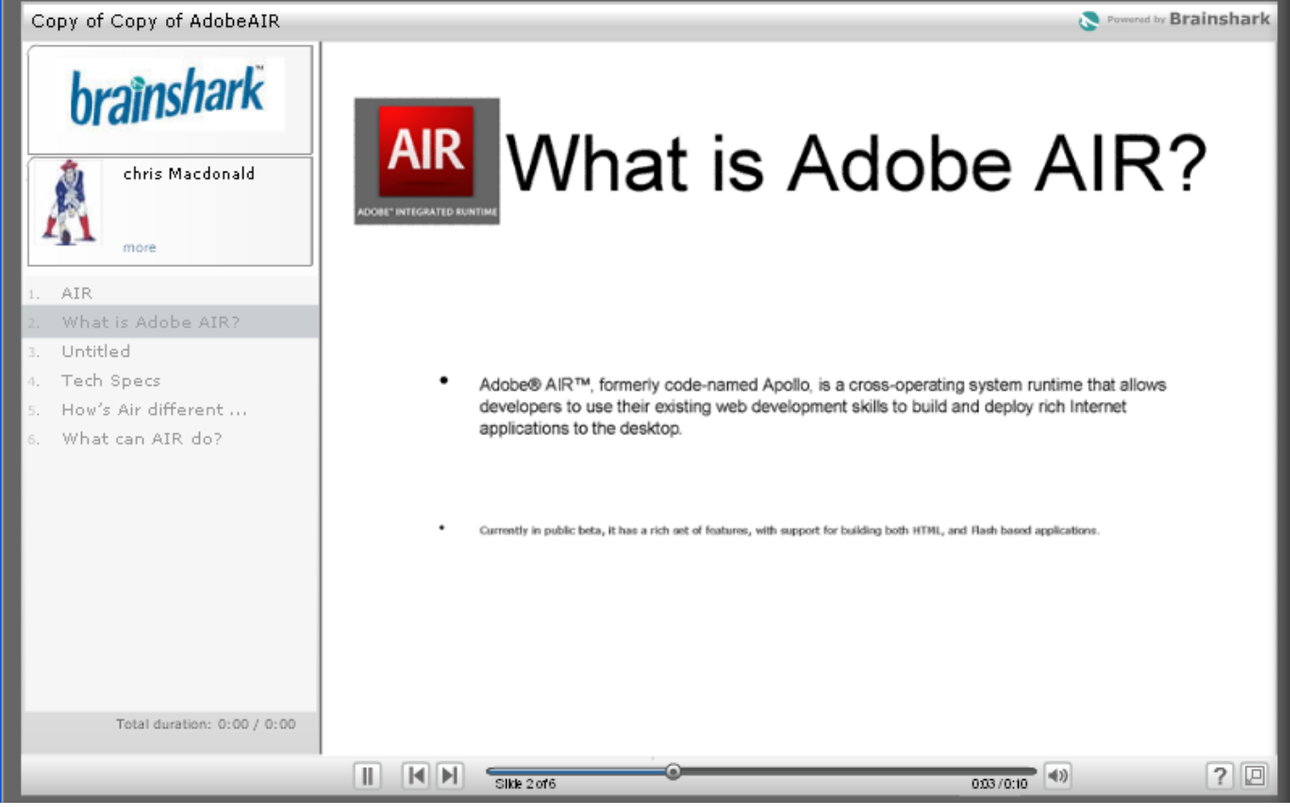
47%
advancedautoinc.net
ADVANCED AUTOMOTIVE
Domestic and Foreign Repairs
Services
Coupons
Used Cars
Directions
About
Contact Us

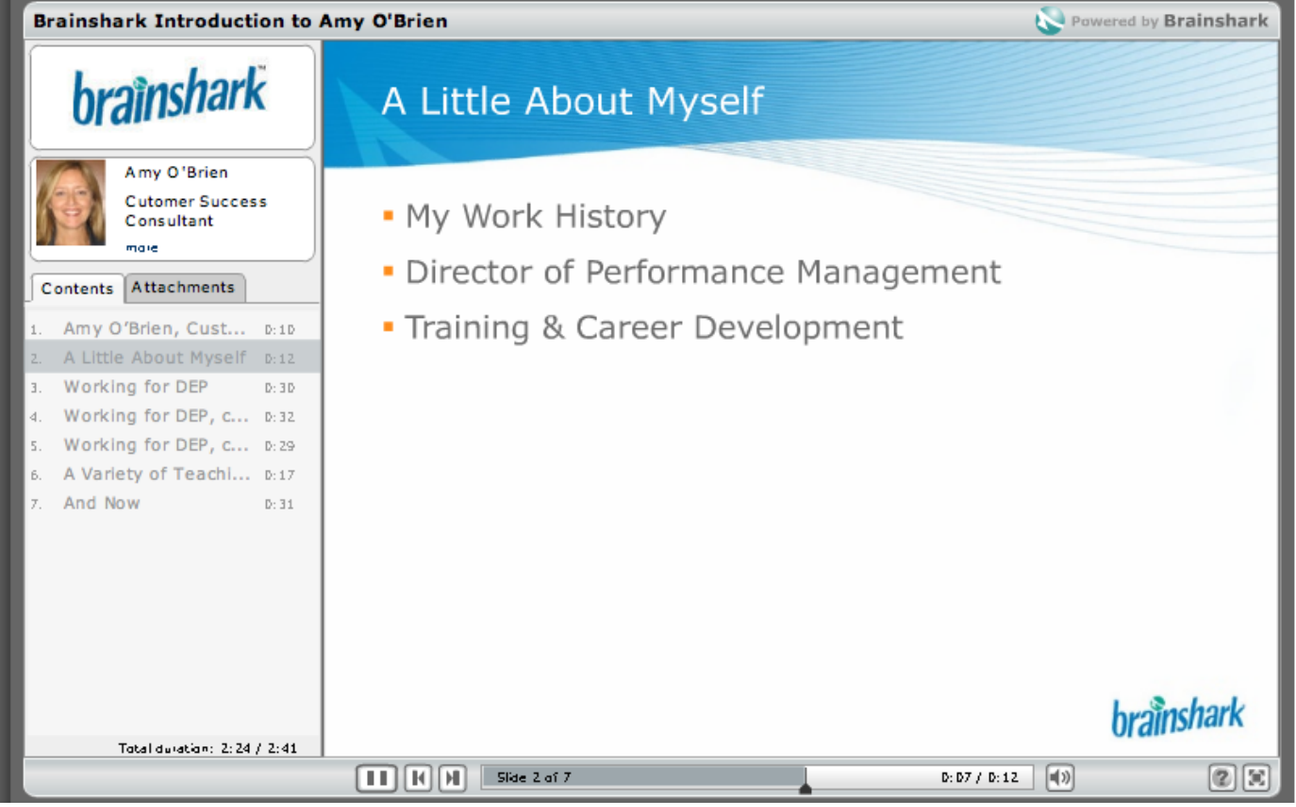
The New England Institute of Art®

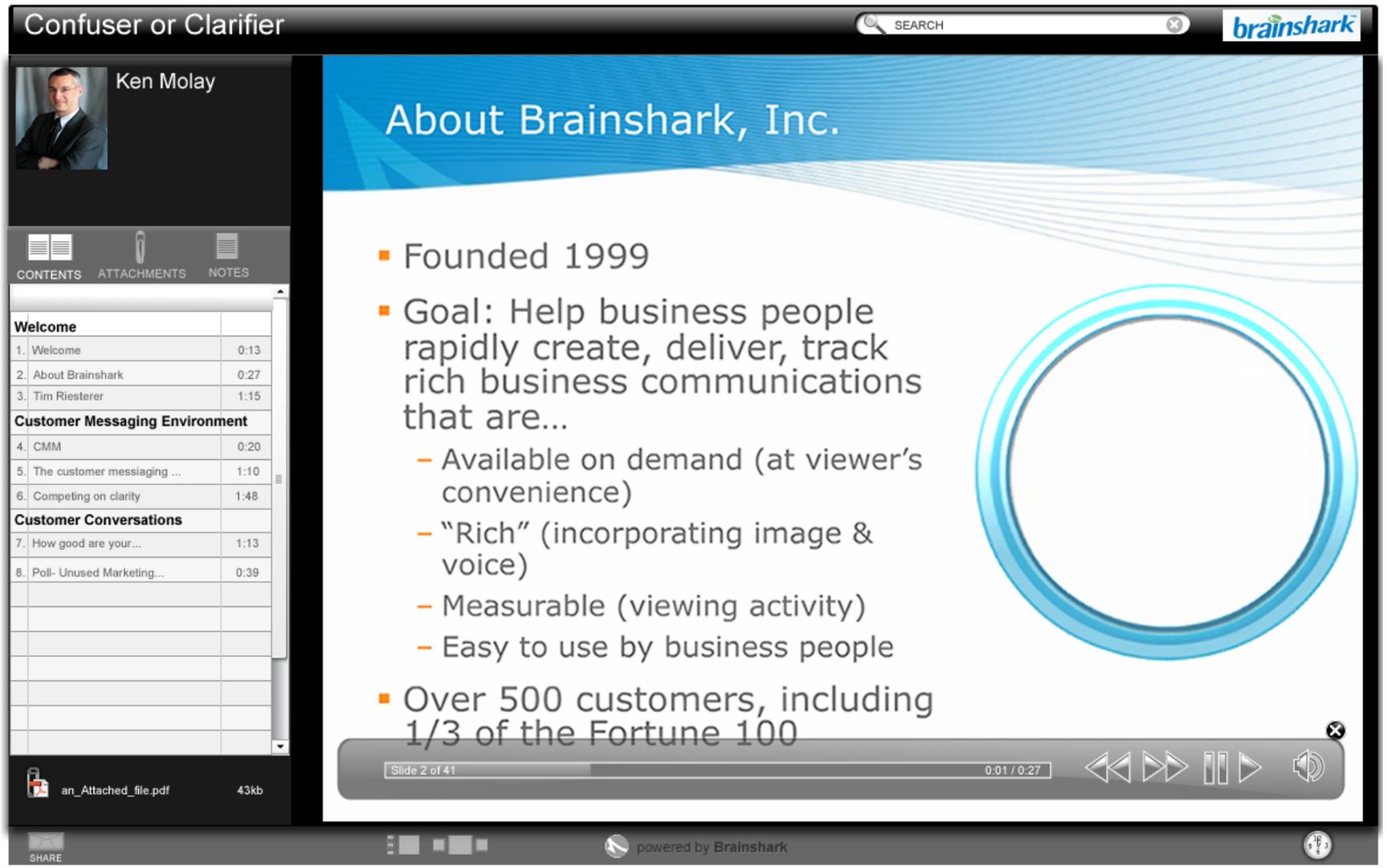


Design Comparison screens

2007 -2008







UX | Ui options

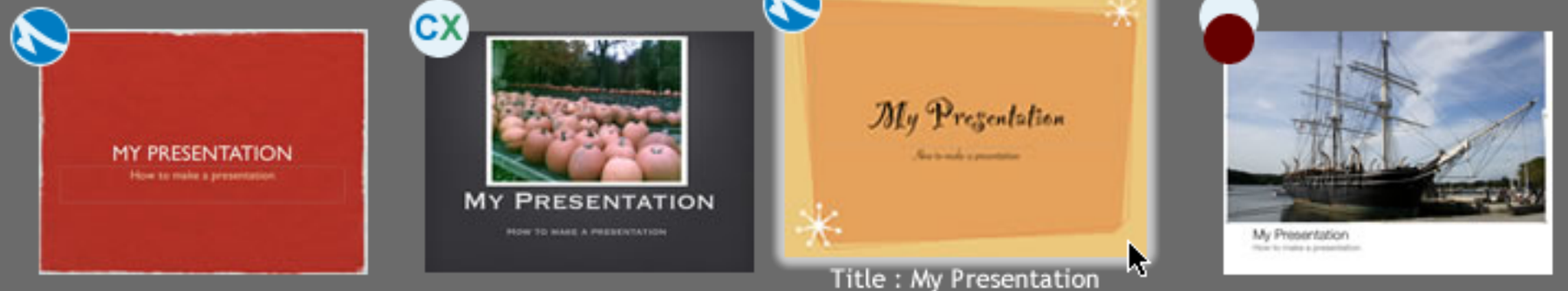
Project : Sting Ray

Welcome

Welcome

Learn More

Recent Projects



Title : My Presentation
SubTitle : How to Make a Presentation

My Content | Player | Edit | Create | Reports | Preferences

UI Concept

PTC 2002 -2003

- Show Hide XML Navigation
- Interactive En gagement
- Viewer Controlled Experience
- Web Offline Context

Welcome to PTC by Numbers

Course Objectives

After fully participating in this module, we are confident that you will be able to:

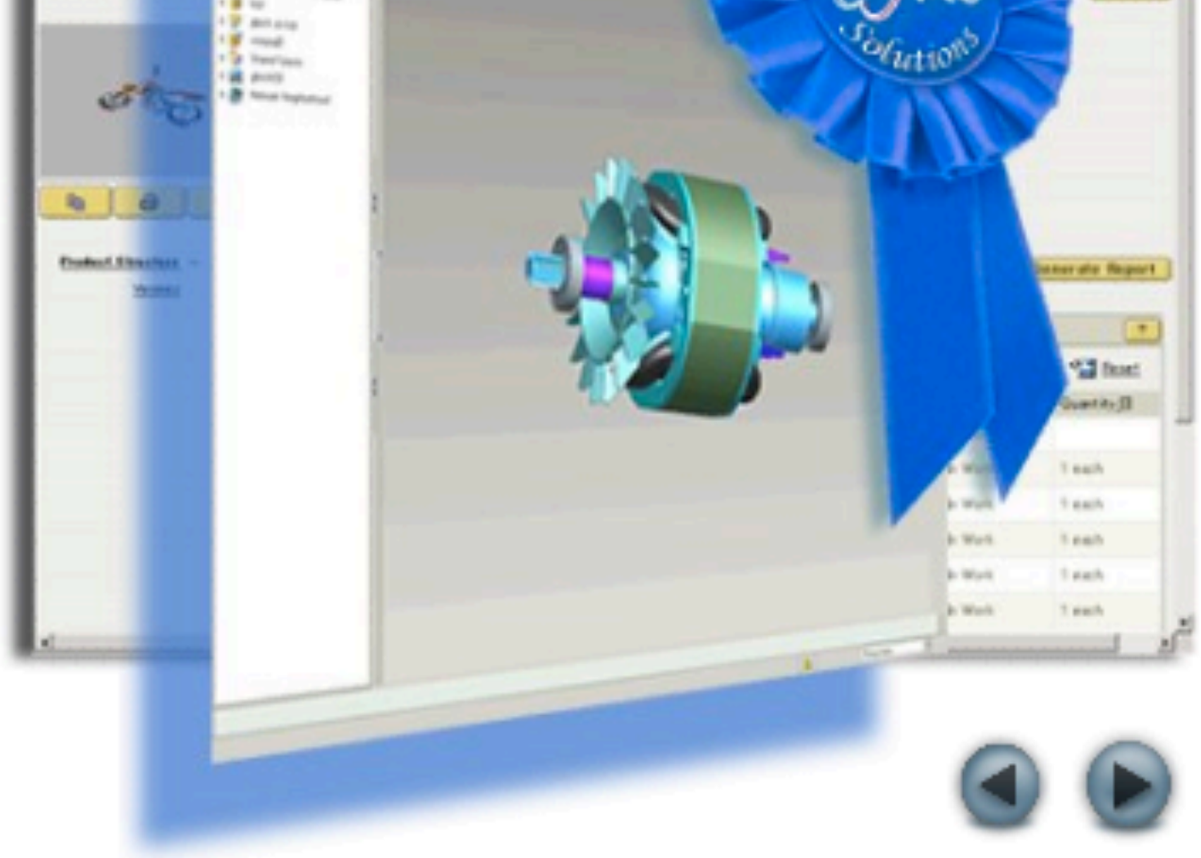
- Explain PTC's Fiscal Year Corporate Objectives, (the initiatives that are critical to the company right now), and the measures for our success in these areas.

SUPERIOR SOLUTIONS.

Why?

PTC's Mission:

RECOGNIZED AS THE FIRST CHOICE IN HELPING COMPANIES WIN WITH SUPERIOR PRODUCTS



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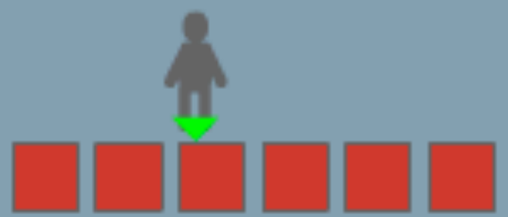
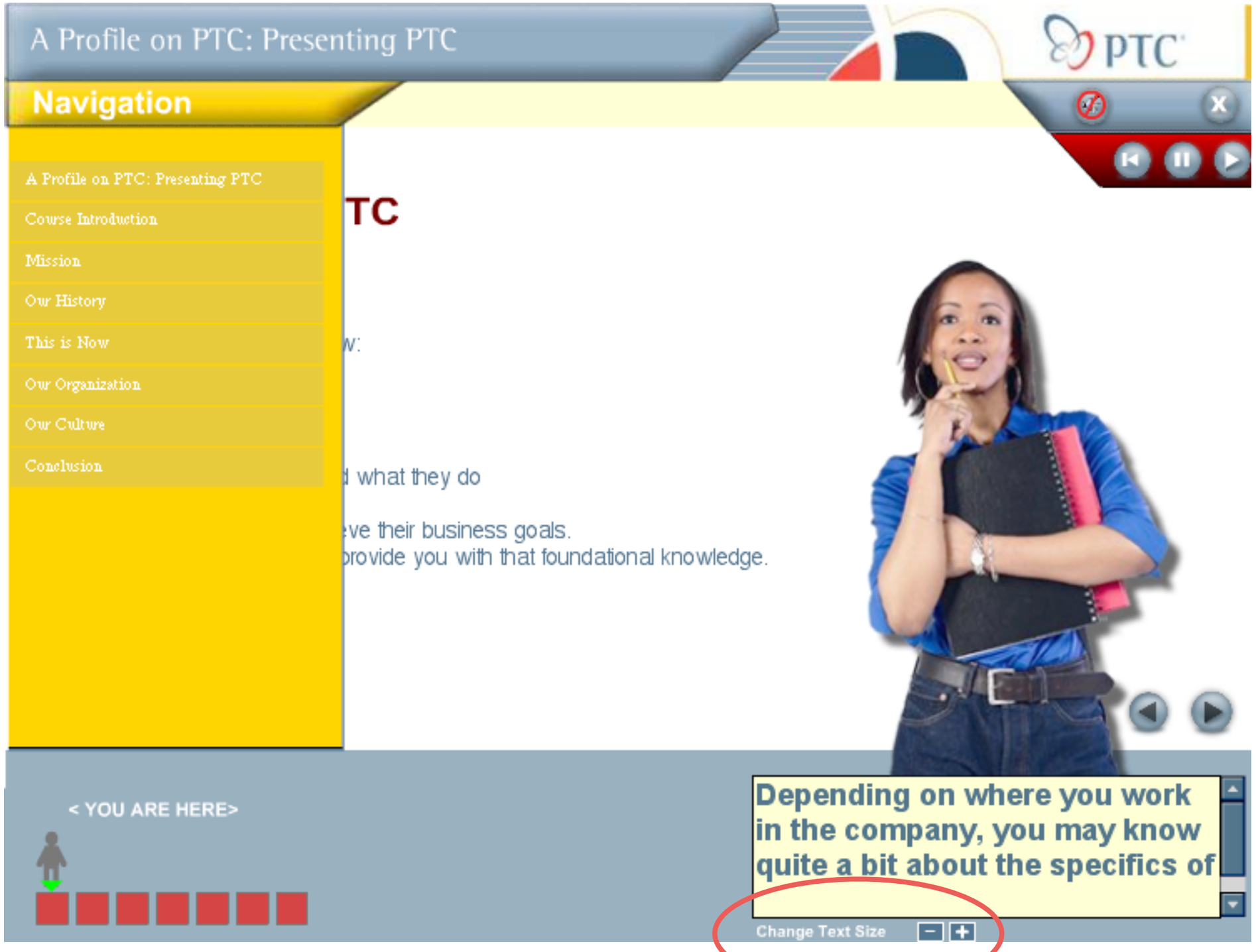


Just like our customer's success depends on their product (the product comes first!), the same goes for us. Our success starts with and depends on Superior Solutions. Did you know that this is our first FY corporate objective this year? If you want to learn more about our FY

Section 508 Compliant - text sync with audio



2002 - Slide out menu

text size

Commitment

NAV

Commitment: How can I Support PTC's Direction?

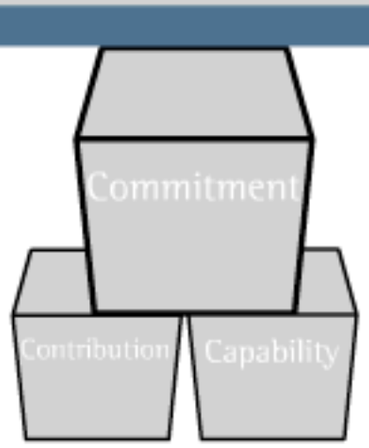
Talented people want to

SCALES

Commitment

Leader	Role Model	Committed	Commitment Unclear	Uncommitted
Clearly demonstrates accountability for his/her work and enhances PTC's direction (e.g., business goals, collaboration, customer focus). Inspires commitment in others.	Clearly demonstrates accountability for his/her work and enhances PTC's direction (e.g., business goals, collaboration, customer focus).	Demonstrates accountability for his/her work and supports PTC's direction (e.g., business goals, collaboration, customer focus).	Accountability for his/her work and/or PTC's direction (e.g., business goals collaboration, customer focus) is not clearly demonstrated.	Demonstrates a lack of accountability for his/her job and/ or PTC's direction (e.g., business goals collaboration, customer focus).

to close click the scale tab again



- What is Commitment?
- Your own Commitment?
- Commitment Summary
- Commitment Quiz

Can I Support PTC's Direction?"

PTC has defined successful performance in a new way and Commitment is part of it. To succeed in the mission, PTC needs employees who are accountable for their own work, and who truly have a sense of

PTC
Commitment: How can I
Talente
be pa
they
former

ES

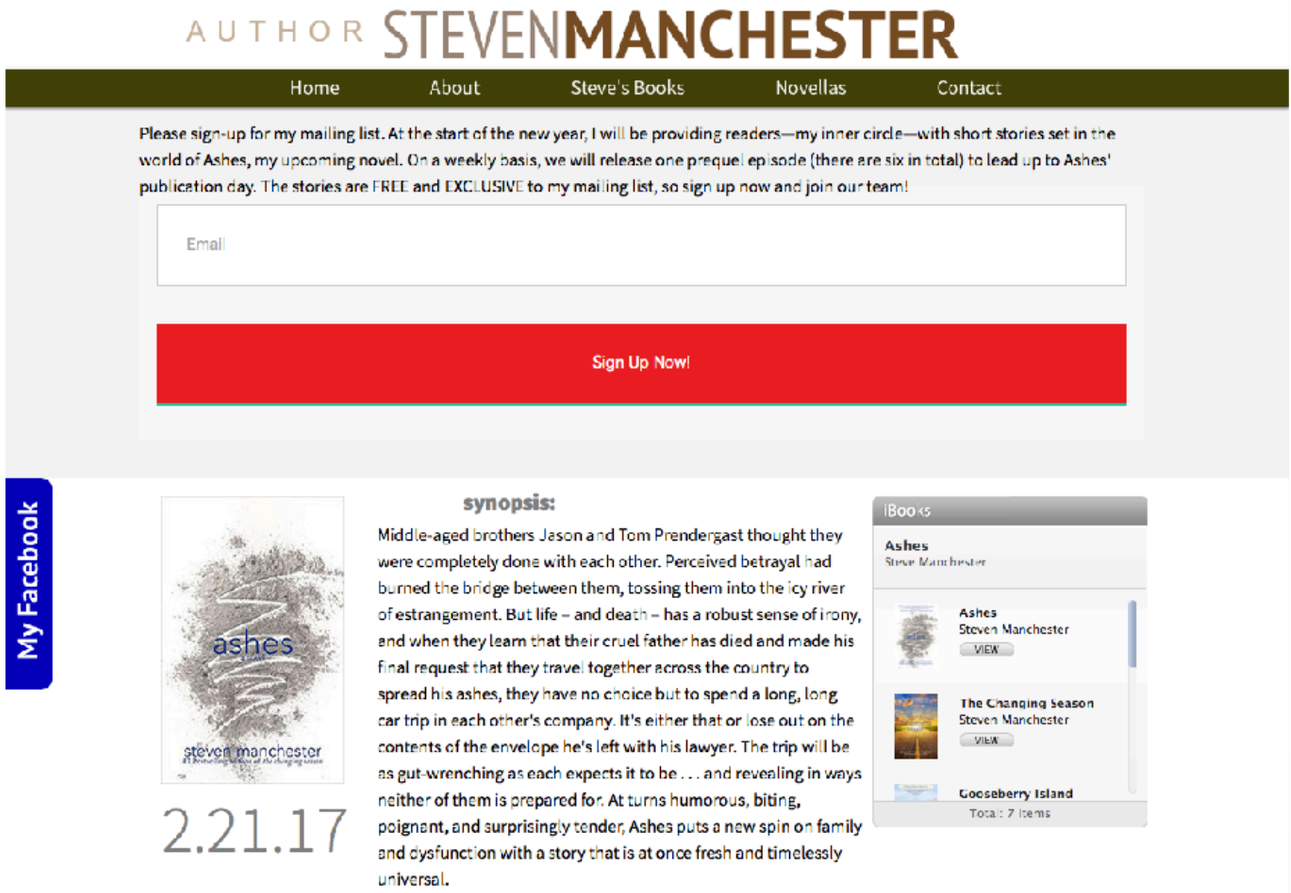
Performance Management Tools

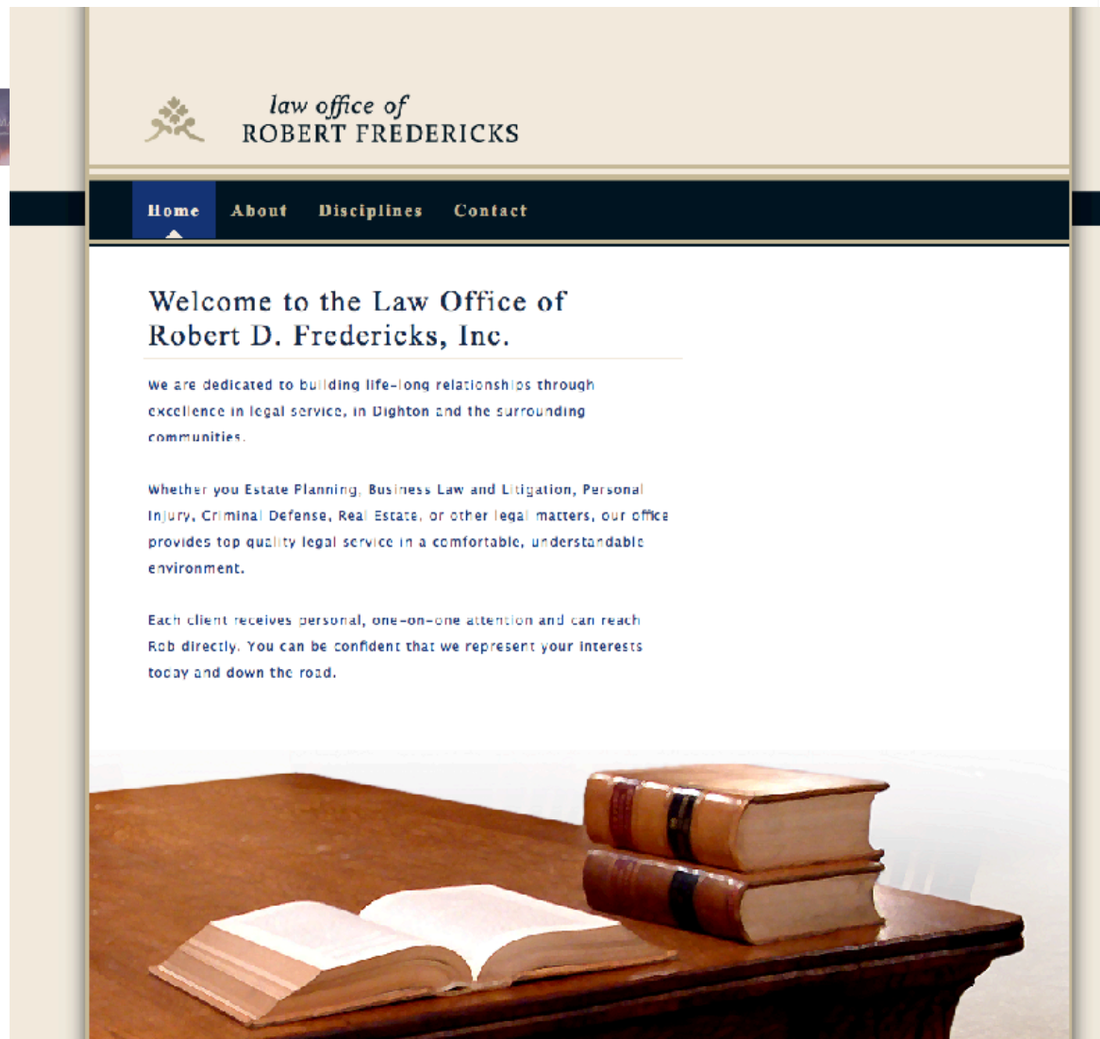
Help Guide	pdf	
	doc	
Packet	pdf	
	doc	
Corporate Goals	pdf	
	doc	

TOOLS

study case

Varied Web Site Designs for small local businesses most are personal friends. Wireframe and prototypes designed, created and tested before the visual design was implemented most are responsive or mobile





Two Great Locations

HOME PLATE
Bay Street Grill

Taunton
508-823-1000

NORTON
508-952-2225

Home | Menu | Fundraising | Gift Cards | Contact

Our Facebook

ENTERING
EST. HOME PLATE TAUNTON 2008
TAUNTON

Features of our TAUNTON location

ORDER ONLINE Now!
Taunton Only

Please ask about our FREE delivery of $25.00 or more to the Industrial Park -Taunton only

New 2017 Menu

ENTERING
EST. HOME PLATE NORTON 2016
NORTON

Features of our NORTON location

ORDER GIFT CARDS
accepted at Taunton & Norton

Up @ the Plate

Mother's Day at Home Plate

Join us at either location to celebrate Mom...treat her to our all you can eat Breakfast Buffet or take her to dinner

What's Happening

Check out our Calendar page -all the latest happenings and food specials we have to offer...you can even download it to your phone.

See the Taunton Calendar

It's a GRAND SLAM!

Congrats to our latest Grand Slam Burger Challenge winner, Dice, who completed the task with 15 minutes to spare!

Services Directions About Used Cars Coupons Contact

508.823.1223

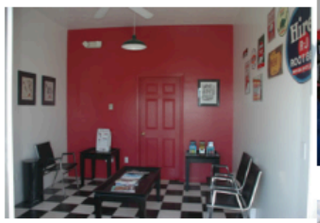
ADVANCED AUTOMOTIVE

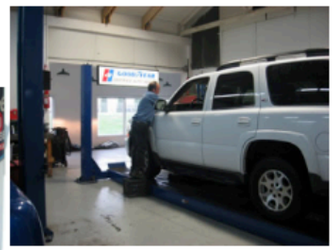
196 Williams Street • Dighton MA 02764

Services

We service Domestic and Foreign cars, Mini-vans, SUV's, and Light Trucks

Full Service Oil Change
Computer Diagnostics
General Preventive Maintenance
Batteries, Starters, Alternators
Disc & Drum Brake Service
AC Systems Service & Repair
Water Pumps-Heater Cores
Low-Pressure Tire Warning System & Repairs
Steering & Suspension
Check Engine Lights
Tune-up: Major and Minor
Timing Belts
Fuel Injection Service
Cooling System Service
Transmission Services
Exhaust





Back to Top

Coupon and Tips

Revolutionary Imprints by Norm Desmarais

Revolutionary War Author and Historian

Norm's Amazon Page

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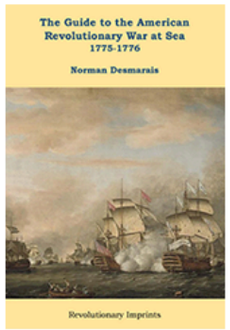
Featured Book(s)



The Guide to the American Revolutionary War at Sea

Books

Actions This Week

May 26, 1776
Vaudreuil, Canada.
Newport, Rhode Island.
Andrew Doria Captures Crawford and Oxford.
Continental brig Cabot Captures True Blue.

1777
Phillipsburg, New York.
Bound Brook, New Jersey. An American unit of about 700 troops engage a British force of similar size.
Middletown, New Jersey. Gen. Benjamin Lincoln's troops engage the British.
Phillipsburg, New York.
HM Armed sloop Haerlem captures the Apollo.
HM Frigate Phoenix drives an unknown privateer ashore.
The privateer sloop Reprisal takes the Philadelphia sloop Swallow.

Recent Articles

The French Landing Site in Newport. Online Journal of Rhode Island History. January 26, 2017. http://smallstatebighistory.com/identifying-french-landing-site-newport/

Rochambeau's Arrest. Journal of the American Revolution. November 15, 2016. https://allthingsliberty.com/2016/11/rochambeaus-arrest/

The French Soldiers Commemorated at the North Burial Ground in Providence. Online Journal of Rhode Island History. Oct. 15, 2015. http://smallstatebighistory.com/the-french-soldiers-commemorated-at-the-north-burial-ground-in-providence/

Russia and the American War for Independence. Journal of the American Revolution. Sept. 14, 2015

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Email Marketing Designs

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Children's Theater Production Designs

A Seussified
Christmas Carol

A Haunting on OLIVER ST

Monster
Bash
a comic love story

TOM SAWYER

Little Folks Theatre

in collaboration with Loralee's Dance Studio

February
8, 9, & 10
2013

7:00 PM
2:00 PM on Sunday

a twist on the traditional story of "Snow White"

Tickets:

Children (10 under)	$10
Students/Seniors	$12
Adults	$15

littlefolkstheatre.com/tickets

Tickets available for purchase anytime on our web site

become a fan on Facebook at
facebook.com/littlefolkstheatre

The Jackson Center for the Arts
Bristol Community College
777 Elsbree Street · Fall River Ma 02720

Saturday
MARCH 8 2014
7PM

Sunday
MARCH 9 2014
2PM

Little Folks Theatre in collaboration with A.S.A.D.A studio
presents

Tickets: Call 508.272.4129
$16 Adults
$12 Children

Cinderella's Glass Slipper

The Margaret Jackson Center for the Arts
at Bristol Community College, Fall River

TICKETS:

Children (12 under)	**$ 8**
Students/Seniors	**$12**
Adults	**$15**

Tickets available for purchase anytime on our web site

www.littlefolkstheatre.com/tickets

Little Folks Theatre
in collaboration with
A Step Above Dance Academy

THE LEGEND OF SLEEPY HOLLOW

The Jackson Center for the Arts
Bristol Community College
777 Elsbree Street • Fall River Ma 02720

October 28 & 29, 2011
7:00 PM

scan with a mobile reader to buy tickets

become a fan on Facebook at
www.facebook.com/littlefolkstheatre

Little Folks Theatre
presents:

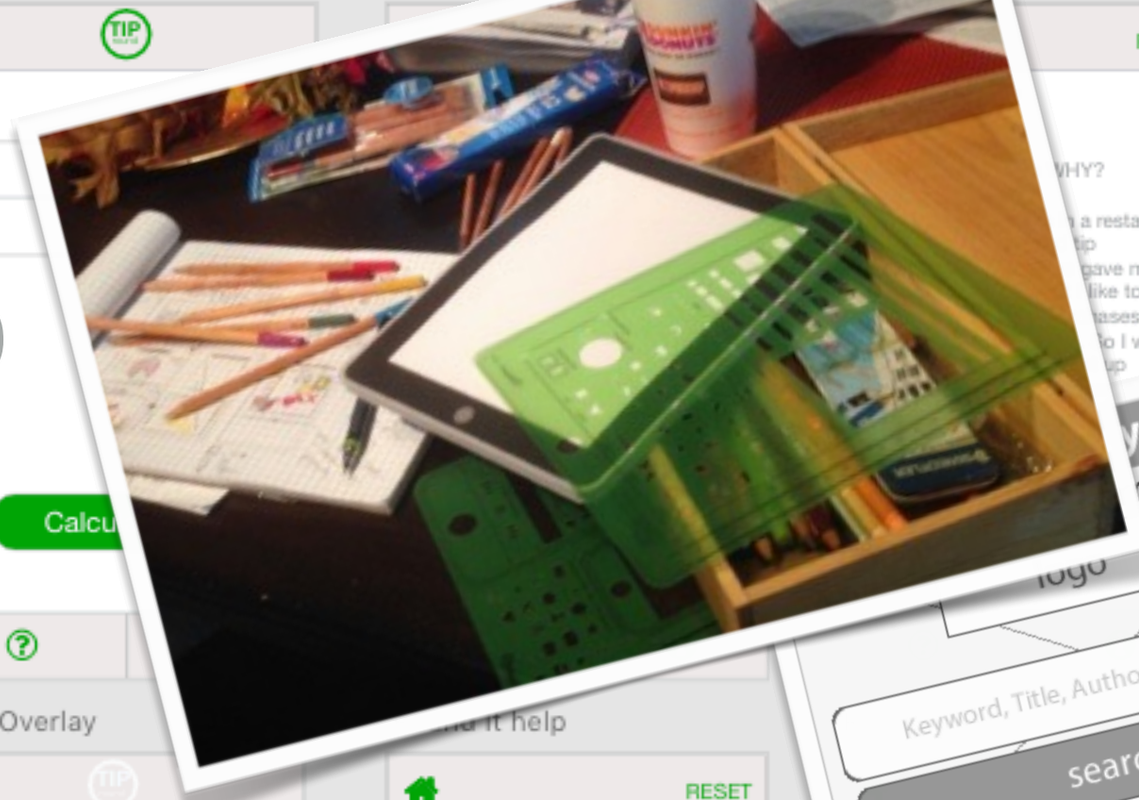
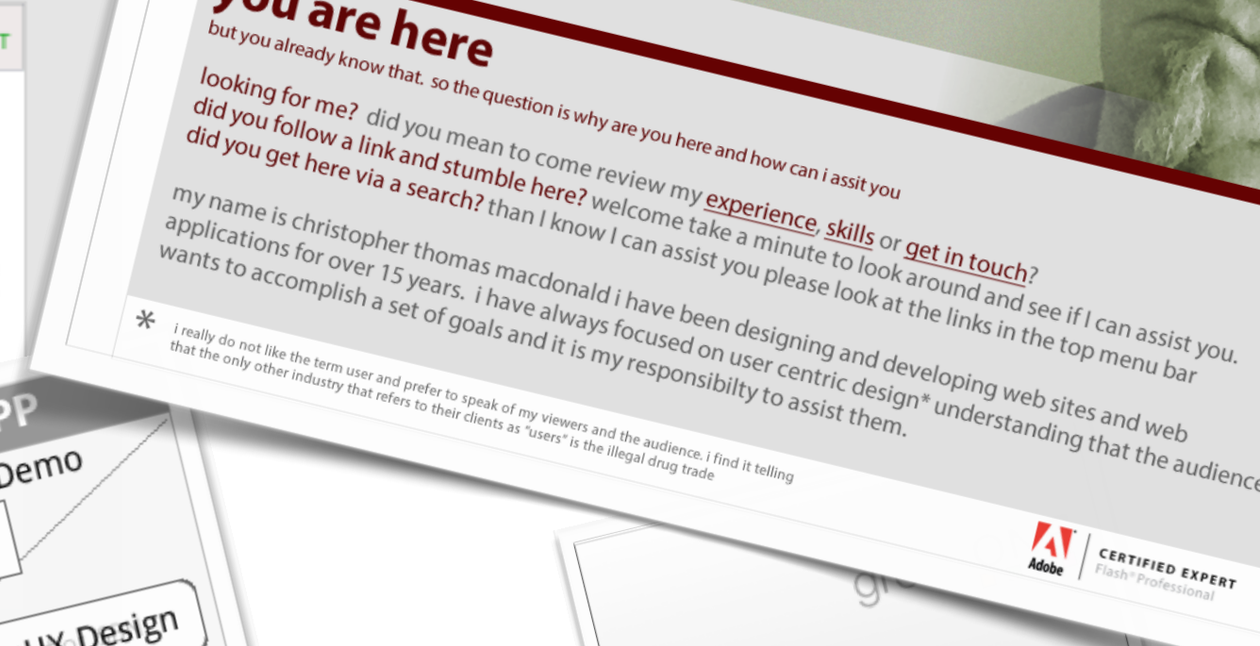
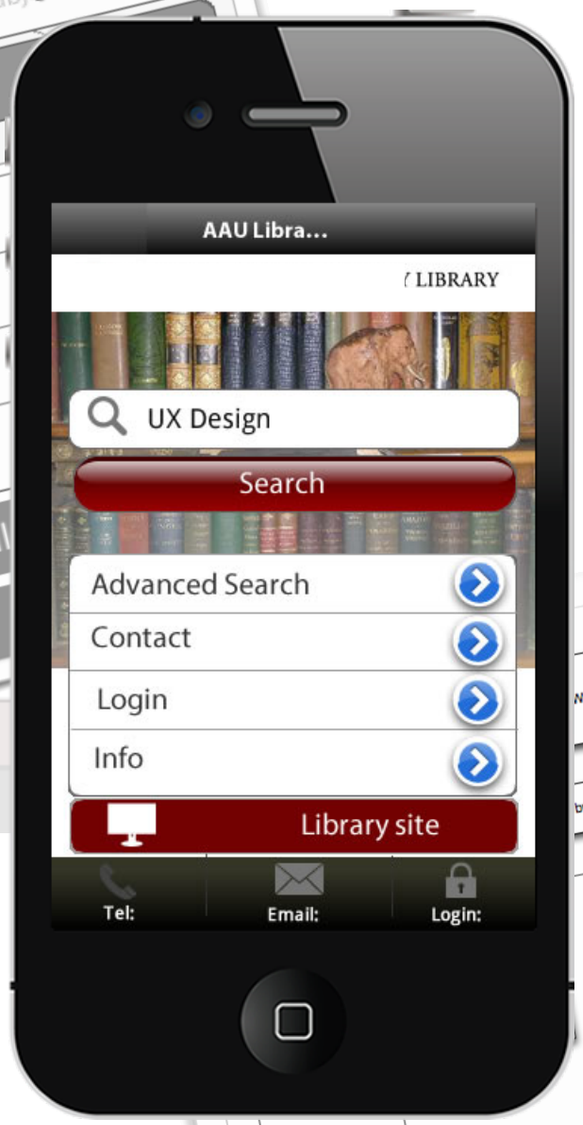
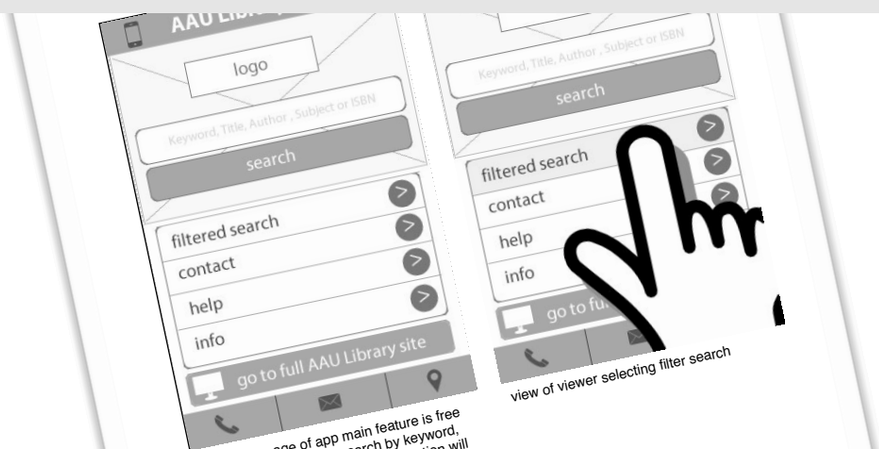
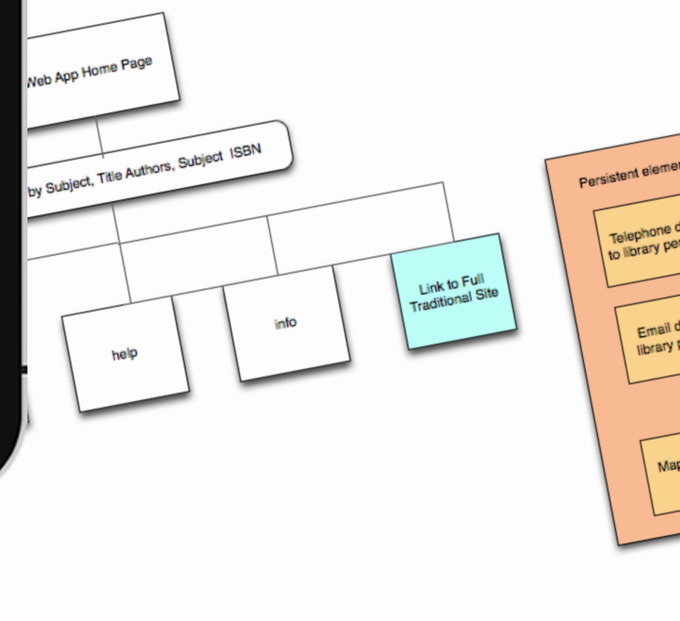
Hunchback
of Notre Dame

A Family Friendly
"A twisted funny version of a play within a play"

Feburary 17 &18 @ 7PM

Feburary 19 @ 2PM

Tickets at the Door
or on line at littlefolkstheatre.com

@ BCC Theater Fall River MA 02720

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