

**Laurence Bissett**

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**Summary of Qualifications**

I have over 20 years of experience in creating compelling online customer experiences with an extensive background in user experience management, information architecture, and usability engineering. I am adept at partnering with others to create easy-to-use solutions that solve complex business problems and drive market share and revenue growth. I have proven ability in building user experience programs and mentoring teams to produce on time and within budget. I have strong analytical thinker with excellent interpersonal, oral, and written communication skills.

**Professional Experience****Enspirix, LLC****2/07 – Present****Practice Leader, User Experience**

I am responsible for the User Experience practice and leading the design and development of workplace solutions that create sustainable, organization-wide collaboration for large pharmaceutical and financial companies. Also responsible for the development and maintenance of our company's web site at <http://www.enspirix.com>.

- Leading development of all user experience deliverables including business analysis, information architecture, content development, and visual design.
- Creating and maintaining user experience program that defines UX methods, standards, and best practices.
- Hands on development experience in technologies such as HTML, Web 2.0, SharePoint, CSS, and Flash.
- Recent projects include design and development of collaboration / social networking sites for ITT Corporation and a CRM focused sales portal for Credit Suisse.

**Wells Fargo Home Mortgage****12/02 – 2/07****VP, User Experience**

I was responsible for the user experience of all projects relating to Wells Fargo's Home Mortgage web site at <http://www.wellsfargo.com/mortgage>.

- Lead development of user experience deliverables including user profiles, user scenarios, taxonomies, content development, functional requirements, wireframes, and user flows.
- Managed staff of information architects and content strategists.
- Managed the schedule of all user experience deliverables.
- Created and maintained user experience program.
- Developed and implemented usability methodologies including heuristic evaluations, usability testing, and ongoing analysis through development of tracking reports and surveys.

**Project Highlights**

<http://www.wellsfargo.com/mortgage> – Complete redesign (content, organization, navigation, search optimization, UI design) of mortgage customer-facing website including development of online applications for sales and servicing. Wells Fargo Home Mortgage is now rated #1 in Online Customer Experience 2 years running by Change Sciences and now captures more leads than any direct competitor.

**Prudential Financial, New York****4/01 – 11/02****VP, Information Architect Manager**

I managed the online customer experience of prudential.com. Responsible for creating experience strategies and solutions which surpassed business goals for customer satisfaction.

- Oversaw development of all information architecture project deliverables.
- Managed, staffed, and trained a team of eight information architects.
- Managed information architecture budget and schedule for all projects.
- Reviewed and refined best practices and standards for prudential.com to increase client satisfaction and ease of use.
- Defined usability testing approaches for all phases of project development.

**Ogilvy Interactive, New York**  
**Information Architect Director**

**1/99 – 4/01**

As a Director, I was responsible for the information architecture strategy, design, and development of interactive projects for a number of different clients including Andersen, Jaguar, and American Express.

- Wrote business requirements and functional specifications, which include functional requirements, use cases, process flows, sitemaps, and page schematics.
- Managed and mentored a team of information architects.
- Managed schedules and budgets for information architecture team.
- Developed and incorporated usability engineering methodology into interactive process.

**Cognitive Communications, New York**  
**Information Architect Director**

**5/98 – 12/98**

As a Director, I managed a team of information architects to design interfaces for web-based intranet applications. Clients included Intel and McGraw Hill.

- Oversaw development of all information architect deliverables.
- Worked with clients to define IA strategy and gather requirements and performed usability tests with target audiences to validate requirements and evaluate designs.
- Managed information architecture team, including scheduling and budgeting.
- Developed a user-centered design methodology.

**Logical Design Solutions Inc., New Jersey**  
**Information Architect Lead (6/94 – 5/98)**

**10/91 – 5/98**

As a senior staff member, I led the design and development of interfaces for web-based applications. Clients included AT&T, Lucent, Vanguard, and Fidelity.

- Developed a user-centered design methodology including development of a formal usability testing lab.
- Worked with teams and clients to gather requirements, and created use cases, process flows, wireframes, sitemaps, and storyboards to illustrate page flow and functionality.
- Conducted seminars to educate staff about interface design and usability.

**Graphic Designer (10/91 – 6/94)**

- Designed interactive sales and marketing tools for CD-ROM and diskettes.
- Designed and published user guides, brochures, and newsletters for print.

**Mendem Concord, Inc., New Jersey**  
**Graphic Designer**

**9/87 – 10/91**

Worked as a consultant designing and producing ads, user guides, reference materials, brochures, and newsletters for Fortune 500 companies. Responsibilities included design, layout, and coordination of printing with vendors.

**Education**

Credits towards a B.S. in Business Administration, 1985 to 1986, County College of Morris, NJ.