

Patrick Neeman helped these companies improve their website and web application usability and user experience. He can do the same for you.

MySpace, BidRx, Comcast, Disney, Move.com, Realtor.com, AAA, Technicolor, BizQuest, Escrow.com, Orbitz, Orange County Fair, Office Depot, Harper Collins, Los Angeles County, Los Angeles Unified School District, Municipality of Anchorage, NewsCorp, Numonyx, eBay, American Idol, Bloomberg, Weather.com, AccuWeather, Paramount, Zatso, Excite@Home, Slingshot Labs, NewsCorp, Paul Mitchell

About Patrick Neeman, User Experience Expert

Increase your profitability and lower company costs with better user experiences

Patrick Neeman is a top-notch usability and user experience expert with over 13 years in the field creating and improving websites for a diverse roster of blue-chip organizations.

Get results with Patrick's common sense approach

In the world of website creation, many developers get so focused on solving technical issues or creating flashy "bells and whistles" that they lose sight of common sense. The result: end users lost in a confusing and unsuccessful site.

That's where Patrick Neeman comes in. Patrick leverages **user research**, **past experience** and a **finely-honed sense of intuition** to construct complete user experiences that are both innovative and easy to use.

After all, while usability is all about the basics, such as wireframes, personas, use cases and site maps, getting the results you want involves mixing a large dose of common sense with years of experience and intuition.

Watch what happens when your end users' needs are met

Forget Web 2.0: you need a User Experience Expert who can focus on meeting the **needs of your site visitors** no matter what the buzzwords are. Patrick's extensive experience in designing websites and applications for both **B-to-C and B-to-B environments** enables him to see a wide range of approaches to meet user needs and accomplish the tasks at hand.

Avoid drowning in a sea of jargon

Tired of trying to make sense out of what sounds like a foreign language? No problem. Patrick communicates in **plain English**. With all concepts and ideas presented clearly, both you and your developers can fully understand the proposed approach and design of your project.

Hire the person who can make it all happen

Patrick Neeman is the **User Experience Expert** you're looking for. His senior level team-management experience, combined with a hands-on approach to doing the work, make him a rare asset to any organization. Patrick is a knowledgeable professional who can **mentor others** in the User Experience process, work with clients in an account management capacity, and design exceptional interfaces across multiple platforms and audiences. Call today.

Accomplishments

- Had Top 100 website in 1995, as named by Yahoo! Internet Life
- Doubled the traffic of an online city guide through a strategy of content sharing and marketing cooperation of 22 local markets.
- Grew a UX Team from 1 to 25, establishing a \$3 million division in the process. Personally recruited 17 of the team members.
- Increased revenue at a payment transaction website 600% (after six months of stagnation) by making changes to the user interface; company is now profitable.

Recommendations

"A smart, real-world Internet expert who can tell the difference between false hype and real trends. I rely on Patrick to give me a real picture of changes going on. He's one of those rare finds: a consultant who's worth more than his fee."

Brian Chee, Manager of Digital Marketing, Volkswagen USA

"Unquestionable in his ability to attain results, Patrick has a talent for garnering trust from clients and subordinates alike. His strategic vision and guiding principles for the project teams are unparalleled."

Venetia Raheja - Jagtiani, Quality Assurance Services Consultant

"A solid manager who knows his stuff, runs a tight, fast and smart ship and still manages to be a tremendously good friend and colleague. I count myself fortunate to have worked for someone with as much affable integrity and know-how at so many levels of the web-development assembly line. Easily one of the best bosses I've ever had."

Mack Reed, Information Architect, speakTECH

Blog

www.usabilitycounts.com

- AllTop named site top blog for user experience
- ix Revisions named blog a Top 20 UX Site On The Web

LinkedIn Profile

www.linkedin.com/in/usabilitycounts

Patrick Neeman

User Experience Expert

525 E. Seaside Way, #1102, Long Beach, CA 90802 | 562 612-3346 | pat@usabilitycounts.com

Previous Employment

Practice Manager, User Experience speakTECH | August 2006 to November 2008

Established a Design and User Experience team for a technology consulting firm. Established processes for requirements gathering that were implemented throughout the company. Functioned as an evangelist for User Experience and Product Strategy.

- Team grew from 1 to 25, establishing a \$3 million division in the process. Recruited 17 of the team members personally.
- Established contact with many major clients, including Move.com, MySpace, AAA, Paramount, Technicolor and eDoorways.
- Track record nearly all User Experience projects was on time, on budget.

Usability and Web Marketing Consultant February 2001 to Current

Provided marketing and web development consulting for a number of independent clients. Consulting included information architecture and product management. Clients included Orbitz, BidRx, Questerra, and Los Angeles Unified School District.

- Orbitz — Designed Information Architecture of My Stuff personalization, Travel Watch, Traveler Care, and Help. Work was completed within a two-month schedule to meet the launch date.
- BidRx.com — Developed the information architecture and user interface design for a large-scale pharmaceutical price comparison site. The site also has a large business to business aspect, and includes a simplified rules engine.
- BizQuest — Redesigned the information architecture, which resulted in a 200 percent increase in traffic and 300 percent increase in lead acquisition.
- Debt Specialists — Developed a lead generation management system for a debt consolidation company. The system integrated with several advertising systems to provide ROI analysis and management. Lead generation costs dropped 20 percent and lead acquisition increased 200 percent.

Product Manager Escrow.com April 2001 to June 2002

Managed features from MRD to completion; researched market space, improved site usability through formal studies to reduce customer support overhead and increase revenue; wrote functional requirements for use by QA and developers; worked with customer support to improve the customer experience.

- Increased revenue through the Escrow.com portal 600 percent, after six months of stagnant revenue levels.
- Reduced support emails and phone calls by 30 percent.
- Integrated eBay, eBay Motors and Afternic.

Program Manager Stamps.com November 1999 to February 2001

Managed and designed features based on marketing requirements; wrote functional specifications for use by QA and developers; evaluated usability studies and focus groups to determine new features and improve the user interface.

- Managed the integration of Microsoft Internet Explorer into the application; lowered support costs by integrating Web-based help pages.
- Managed the Office Depot store integration; store-related revenues increased over 300 percent.
- Managed web-based registration with Secure Plug-In; improved usability increased acquisition 25 percent.

Process Knowledge

- Information Architecture
- User Experience
- Usability
- Creative Direction
- Search Engine Optimization
- Search Engine Marketing
- Product Management and Development
- Content Management and Development

Previous Clients

MySpace, BidRx, Comcast InYourTown, Disney, Move.com, Realtor.com, AAA, Technicolor, eDoorways, BizQuest, Escrow.com, Orbitz, Orange County Fair, Office Depot, Harper Collins, Los Angeles County, Los Angeles Unified School District, Municipality of Anchorage, Numonyx, eBay, American Idol, Bloomberg, Weather.com, AccuWeather, Paramount, Disney, Zattoo, Excite@Home, Slingshot Labs, NewsCorp, Paul Mitchell

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Director of Development **BuyersEdge | October 1998 to October 1999**

Designed the information architecture and managed the development lifecycle of a reverse auction website.

- Managed the development lifecycle of a reverse-auction website from proof of concept to completion.
- Managed the development of an XML-based messaging system; the data structure allowed for the easy abstraction of data
- Site launch date met original schedule estimate.

New Media Specialist **Comcast InYourTown | April 1997 to October 1998**

Supervised content integration projects, manage 12 editors and producers in 22 local markets, and developed broadband content for @Home subscribers.

- Managed the site redesign for the 22 local markets.
- Developed a content management system; the system increased volume and accessibility of content across the markets. This combined with the UI redesign increased traffic 150 percent.
- Managed the integration of over 15 content partners, including Excite Classifieds, Weather.com, and Bloomberg.
- Produced live chat and net cast with Christopher Cross for @Home subscribers.

Producer **CommWerks | May 1996 to April 1997**

Managed project development. Designed UI, look and feel of websites. Integrated programming with look and feel.

- Redesigned Disney's Synergy intranet.
- Designed the Orange County Fair website, which was used to demonstrate the World Wide Web.
- Designed an e-commerce site for long jumper Mike Powell; his merchandise was sold via the Internet.

Art Director **Silicon Media | January 1995 – May 1996**

Project management, UI, and look and feel of websites for the first Internet political consulting firm. Worked with other developers to build sites.

- Developed Klaaskids.org, a site oriented towards protecting the safety of children; the site appeared in over 60 newspapers internationally.

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Linked In Recommendations

"Patrick is a walking encyclopedia of usability principles and practices. He is a seasoned professional, a true renaissance man who looks at the problem from different angles. A true usability geek through and through. Good writer with a sharp sense of humor."

Ha Phan, UX Architect / Business Analyst, Ha Phan Consulting

"I've known Patrick for over 10 years now and have watched him develop from a skilled designer and programmer to one of the best interactive thinkers and strategists in new media. On this journey he has accumulated a vast set of skills that inform his work and provide clients and employers results that far exceed their expectations. In several different positions requiring different approaches, Patrick has excelled in cutting through conventional wisdom to provoke (in the best sense of the word) the best and most effective solutions to complex issues. Patrick is an amazing resource."

Tony Urgo, Regional Managing Editor, Comcast

"Patrick and I collaborated on the same team for a mutual client for the better part of 2006, and I wouldn't hesitate for a second to work with him again. Not only did he do a phenomenal job designing a clean and usable (and regulatory-conforming) UI for this huge application, but he did just as noteworthy a job of communicating the related design requirements to the rest of the team. Whether you want to say that he was the hub of the team, or just the lug nuts, Patrick sure did his part to keep the wheels from falling off."

Craig Jones, Software Consultant

"A smart, real-world Internet expert who can tell the difference between false hype and real trends. I rely on Pat to give me a real picture of changes going on. He's one of those rare finds: a consultant who's worth more than his fee."

Brian Chee, Manager of Digital Marketing, Volkswagen USA

"I have had the pleasure of working with Patrick on various projects over a three year period. Unquestionable in his ability to attain results, Patrick has a talent to garner trust from clients and subordinates alike. His strategic vision and guiding principles for the project teams are unparalleled. I would highly recommend Patrick to any enterprise and would welcome an opportunity to work with him in the future."

Venetia Raheja - Jagtiani, Quality Assurance Services, speakTECH

"Patrick Neeman's honesty, experience, humor and technical chops - from the 30,000-foot view down to the 10-nanometer level of detail - make him an extraordinarily rare bird: A solid manager who knows his stuff, runs a tight, fast and smart ship and still manages to be a tremendously good friend and colleague. He commands loyalty by giving it, inspires creativity by sharing it and delivers solid results by means of clear, intelligent planning, and he has the wit and vision to get great performance out of his staff. I count myself fortunate to have worked for someone with as much affable integrity and know-how at so many levels of the web-development assembly line. Easily one of the best bosses I've ever had."

Mack Reed, Information Architect, speakTECH

"As you get to know Patrick, you learn pretty quickly that he is incredibly talented and insightful as a leader. Patrick managed a team under sometimes-challenging circumstances and he did that with a great understanding of how to relate to people in the way that's appropriate to each situation. As a manager, he is also great at accommodating the new dynamics of the evolving workplace, while still dedicating solid attention to building a healthy team."

Deena Varshavskaya, Lead User Experience Designer, Dynamik Interactive Inc

"Having worked with Pat at Comcast, I can say he has the potential to do anything he sets his mind to! Pat gives 100% to his professional endeavors and is great to work with. If it weren't for Pat, I wouldn't have learned to design for the web in code and I am very grateful for that! He knows what he's doing and won't disappoint."

Nikki Graham, Online Producer - Sarasota, Comcast

"A communicator who gained the confidence of everyone he worked with - a liaison between techies and content folks, very bright."

Tom Matrullo, Editor, Comcast Corp.

Education

- Cypress College, Cypress, CA
- Magnolia High School, Anaheim, CA