PM | PHILIP MAKARA

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SUMMARY OF EXPERIENCE

- User experience (UX) designer with 12+ years of experience creating products and services that have an impact on people's lives.
- Crafted experiences to solve complex problems that are engaging, elegant, and useful through user-centered design practices.
- Skilled in user research, information architecture, user-centered analysis, evaluation, visual design, branding, and development.
- Balanced user needs and business objectives from concept to release by collaborating with cross-functional team members.
- Applied experience across multiple sectors—US defense and civil agencies, financial services, energy, education, and health.
- Institutionalized UX and usability, generated business opportunities around it, and grew integrated, collaborative teams.
- Integrated UX into all software life cycle activities and process types, adapting to the client culture and product maturity.

PROFESSIONAL EXPERIENCE

Usability.ORG (Subcontractor), User Experience Design Consultant — Aug. 2014 – present
Clients: Altisource, GlaxoSmithKline; Remote

- Performed user-centered design on 4 FinTech/home loan apps—wireframes, mobile, and high-fidelity prototypes in Axure RP.
- Designed applications that integrated into an app suite for consumers applying for loans, loan servicers, and system admins.
- Maintained UX style guide, including developing an application color scheme in accordance with corporate branding guidelines.
- Designed dashboard, wizard/workflow oriented, document/property editor, and configuration screens.
- Co-developed and taught a class at the UXPA 2015 conference: "Tips and Tricks to Improve Your Life with Axure."
- Completed heuristic review of GlaxoSmithKline healthcare provider portal and provided recommendations to improve the UX.

Lockheed Martin (LM), Multiple Positions — June 2004 – Aug. 2014

User Experience Lead & Product Transition Manager (LM IS&GS – Product Management) — Mar. 2013 – Aug. 2014
Clients: Internal, US Department of Defense, US Civil Agencies, UK Commercial; Gaithersburg, MD

- Led user experience, branding, and marketing for new product-focused organization; provided creative direction and strategy.
- Successfully delivered 5 products by partnering with 8 clients across IS&GS Civil and Defense lines of business.
- Designed wireframes and detailed prototypes to seek feedback from users and deliver specifications to developers.
- Created branding, communication plans, mission, strategy, processes, and templates for organization startup.
- Aligned and prioritized innovation, product, and service requirements across organizations to achieve business objectives.
- Acted as product owner for Agile productization efforts in these solution areas: e-commerce, cyber, enterprise IT, and cloud.

Product Manager (LM IS&GS Cyber Solutions – Project C) — Dec. 2012 – Apr. 2013
Client: US Department of Defense; Hanover, MD

- Gathered and analyzed user-centered requirements for enterprise services to be used across multiple UIs (web, desktop apps).
- Integrated UX goals and conceptual models and applied domain knowledge in human language technology and text analytics.
- Documented user scenarios, user stories, ConOps, data formats, and service layer to communicate to multiple product teams.

User Experience Manager (LM IS&GS Cyber Solutions – during Projects B & C) — June 2011 – Apr. 2013
Hanover, MD

- Recruited and managed team of up to 10 UX engineers, including staffing, workload management, and time tracking.
- Performed performance management, compensation planning, career development, and recognition/disciplinary actions.

User Experience Design Engineer & Lead (LM IS&GS Cyber Solutions – Project B) — May 2008 – Dec. 2012
Client: US Department of Defense; Hanover, MD

- Led UX team (of up to 6) for enterprise product; responsible for team project schedule and task assignments.
- Modernized and streamlined the intelligence analyst workflow and toolset that integrated over 70 enterprise services.
- Developed product/UX roadmap, strategy and release plans with a mission focus; integrated UX into existing processes.
- Created user interface design philosophy, standards, and guidelines for product, website, and marketing materials.
- Performed user research, user-centered analysis and design, usability evaluation, instructional design, and product branding.
- Built relationships with senior clients reps, subject matter experts, service providers, and users across global enterprise.
- Collaborated with interdisciplinary team members and enterprise UX group, sharing best practices for process improvements.
- Architected, designed, documented, developed, tested, code reviewed, and integrated software capabilities.
- Became a respected subject matter expert in user domain; trained and mentored team members in domain and UX.

Principal Investigator / Researcher (LM IS&GS – part-time during Project B) — Jan. 2009 – Dec. 2009
Client: Internal; Hanover, MD

- Directed a University of Maryland Human-Computer Interaction Lab (HCIL) research effort funded by Lockheed Martin.
- Researched data visualization and analytics; created a UI toolkit and guidelines to improve intelligence analyst workflows.
- Integrated user interface innovations from internal LM and external sources into proof-of-concepts for multiple clients.
- Managed cost, schedule, and performance; led three engineers; reported to division Chief Technology Officer.
- Contributed to the win of a multi-year contract with a DoD client based on the outcomes of this project.

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User Experience & Software Engineer (LM IS&GS Cyber Solutions – Project A)   Feb. 2006 – May 2008
Client: US DoD; Hanover, MD

- Integrated audio processing technology for phonetic keyword for an enterprise human language technology web application.
- Designed to increase understanding and utility of speech activity detection and speaker, language, and gender recognition.
- Performed analyst/linguist user research, user-centered analysis and design, usability evaluation, and product branding.
- Architected, designed, documented, developed, tested, code reviewed, integrated, and deployed software capabilities.
- Modeled data and business process flows; collaborated with cross-functional teams and Agile process working group.
- Wrote paper, "Ajax and User Experience Designs," and contributed to workshop on the topic at UPA 2007 Conference.

Software Designer & Engineer (LM IS&S – Several Projects, Technical Resource Center)   June 2004 – Feb. 2006
Clients: US State Government Agency, Internal; Annapolis Junction and Hanover, MD

- Designed/developed monitoring/alerting, recruiting/workforce management, and project management web applications.
- Performed user-centered analysis and design, software architecture and design, design and code reviews, planning, earned value management, documentation, and testing in both team lead and individual contributor roles.
- Created learning plans, designed instructional materials, taught courses, and led study groups as part of training team.

Rochester Institute of Technology, Software Engineer (Rochester, NY)   part- and full-time: June 2003 – May 2004

- Leader and individual contributor in the engineering of SoftWare Engineering Education Network website (swenet.org).
- Performed requirements analysis; user interface, software, and graphic design; development; and system administration.
- Conducted technology trade studies and presented findings to stakeholders; wrote system documentation.

Metz Enterprises, Information Technology Specialist (Dallas, PA)   part- and full-time: 2000 – 2002

- Designed for websites, and print; produced copy and graphics; established branding guidelines; created UI specifications.
- Designed, architected, developed, tested and deployed internal IT/business applications; wrote requirements and user guides.

ABB Inc., Software Engineer (Rochester, NY)   Nov. 2001 – May 2002

- Designed, coded, documented, and tested a user interface for automation and control software.
- Worked with product designers and engineers to ensure software was built to specification and met quality expectations.

EDUCATION & CERTIFICATION

MS - Technical Management	**BS - Software Engineering**	**Certified Usability Analyst**
Johns Hopkins University	Rochester Institute of Technology	Human Factors International
May 2009	May 2004	March 2009

AWARDS

Lockheed Martin Special Recognition Awards (2013, 2008, 2007)
Lockheed Martin Spot Awards (2009, 2006, 2005)

SKILLS

User Experience Methods & Techniques

Research: contextual inquiry, field studies, focus groups, interviews, observation, user scenarios, surveys, workflow and task analysis

Analysis: requirements, workflow / task analysis, personas, use cases, user stories, customer journey maps

Design: interactive prototypes, interaction / animation / content / icon design, information architecture, card sort, wireframes, sketching, style guides, specifications, visual design, typography, color theory

Evaluation: usability testing, heuristic evaluation, accessibility, metrics/analytics, user acceptance testing

Other: Agile usability, instructional design, product branding, patterns, standards and guidelines

Design Tools
Axure RP, Adobe CC (Photoshop, Illustrator, InDesign), Sketch, InVision, Balsamiq, Morae, Visio, Quark Express

Languages
HTML, CSS, JavaScript, Java, JSP, PHP, SQL, C#

Operating Systems
Windows, Mac OS X, iOS, Linux/Unix

Database Systems
MySQL, Microsoft SQL Server, Oracle

Frameworks & Other Skills
Agile, CMMi, ITIL, JIRA, Requisite Pro, .NET, JEE, Ajax, UML, Object Oriented Design, Eclipse, Visual Studio, Office