

AUSTIN GOVELLA Experience

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For 13 years, Austin has helped executive, business, and technical stakeholders—from start-ups to the Fortune 500—deliver websites and mobile applications for entertainment, workflow, social media, e-commerce, and advertising.

Mar '11 - Present

User Experience Designer, Contract — Lopez Negrete — Houston, TX

User experience, concept development, design research, strategy, and usability for websites and mobile applications.

- User experience for best-in-class multi-lingual advertising site boosted conversions 40% when it launched in May, 2011.
- Designed events-based cross-platform mobile application to promote brands via check-ins and incentives.

Ask me about my work with Verizon.»

Jun '10 - Present

Independent Consultant — Houston & Austin, TX

Design research, product strategy, user experience, and usability for mobile, web, and iPad in publishing, non-profit, productivity, and content management.

- Mobile platform redesign helped land two year, multi-million dollar deal.
- Helped design and build an iPad business app in 30 days that earned \$400,000.

Ask me about my work with Opinion Jungle or the Experience Value Index.»

Feb '09 - Jun '10

Sr. Interaction Designer — Convio — Austin, TX

Redesigned web applications helped improve Net Promoter score by 20 points.

- Product concept design and testing helped launch new product line.
- New design patterns helped improve NetPromoter score by 20 points.
- Redesigned enterprise email application in four weeks.

Ask me about my work with the Group Selector or Fujitsu.»

Sep '06 - Sep '08

Sr. Information Architect, Project Lead — Comcast — Philadelphia, PA

Communicated product strategy and architecture to c-level executives and senior management; lead user experience on top-10 web portal and an online video site.

- Patterns drastically reduced design and documentation to support agile teams.
- User flows enabled content negotiations with NBC/Universal, and A&E.

Ask me about my work with xFinity, Comcast.net, or the User Experience Health Check.»

Sep '05 - Aug '06

Sr. Information Architect, Project Lead — World Bank — Washington, DC

Lead projects at World Bank for award winning user UX team. Work included offshore teams, intranet portals, workflow applications, and enterprise search.

- Reduced front- and back-end development by 50% for a GIS mapping application; saving a multi-million dollar project.
- Interface design reduced loan disbursement time from months to weeks.

Ask me about the intranet portal javascript widgets or Disaster Hotspot mapping.»

AUSTIN GOVELLA *Expertise*

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About Austin

For 13 years, Austin has helped executive, business, and technical stakeholders—from start-ups to the Fortune 500—deliver websites and mobile applications for entertainment, workflow, social media, e-commerce, and advertising.

Austin co-authored *Information Architecture: Blueprints For The Web, 2nd ed.* (New Riders/Peachpit Press, 2009). His work is also featured in *Information Architecture For The World Wide Web, 3rd ed.* (O'Reilly, 2007).

Austin has four years experience working remotely, and has leveraged his four years with agile teams into becoming a thought leader on integrating user experience with agile and lean development.

Sample Methods & Deliverables

- Project briefs, requirements, and user stories
- Competitive analysis and landscapes
- Concept models
- Content analysis and strategy
- Business analysis (application architecture and business processes)
- User research (contextual inquiry, interviews, and surveys)
- User models (mental models, personas)
- Interaction models (use cases, task analysis, task flows, scenarios)
- Wireframes and functional specifications
- Rapid prototyping (paper, lo- and hi-fi mockups, HTML/CSS)
- Usability testing (user testing, expert evaluation)

Ask about my deliverables that have appeared in industry books and conferences »

Expertise

- Product concept development
- Service ecosystem design
- Site architecture
- Navigation design
- Dashboard design
- Page optimization (landing pages, conversion pages)
- Search engine optimization
- Social media optimization
- Game mechanics and user engagement
- Accessibility (Section 508, WCAG)

Portfolio

www.grafofini.com

Blog, Thinking & Making

www.thinkingandmaking.com

AUSTIN GOVELLA *Projects*

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A collection of public websites where you can see Austin's work.

Verizon FiOS Hispanic Microsite — www.enciendetefios.com

Austin lead the user experience for this multi-lingual advertising site that boosted conversions by 40% when it launched in May, 2011. Highlights include:

- *Bundle advisor* — A product recommendation wizard that visitors use to navigate myriad product options and arrive at the best bundle for them.
- *Landing points* — Every piece of the site functions as a potential landing page supporting online, off-line, out-of-home, and broadcast advertising.

Fancast.com (now known as xFinity) — www.fancast.com

Online video meets personalized TV and movie recommendations; kind of like a web 2.0 IMDb meets TV Guide — Fancast offers full-length TV shows and movies for free, aggregating content from all major networks. Personalization feeds a recommendation engine that surfaces more entertainment you'll like.

WIRED described Fancast as “well-designed” and “useful.” They noted: “[Fancast] takes a crucial next step, leading you directly to what you're looking for.” USA Today liked Fancast's “speed and simple design.” Project highlights include:

- *Entity pages* — Complex rules-based architecture transforms an information page into a conversion machine Everything on this page is conditional.
- *The video page* — 100s of content providers and three separate video players are sculpted into one seamless user experience.
- *The photo gallery* — A beautiful marriage of business goals and user needs, improves photo viewing for fans and drastically improved page views.
- *Recommendations* — You tell it when and where, and Fancast finds entertainment you'll like, serving up a mix of your favorites and recommendations.

Austin helped move the site to launch in six months when it featured in the 2008 Consumer Electronics Show (CES) keynote by Comcast CEO, Brian Roberts.

Comcast.net — www.comcast.net

Austin helped lead the information architecture and usability for this busy web portal that sees 4.5 million users a day. Highlights include:

- *Promotion zones* — All pages feature zones designed for cross-site and -channel promotions. It's a horizontal that stretches across all of the vertical sites.
- *Universal header* — Enables cross-site and -channel promotion, ties all Comcast properties together, and allows omnipresent dashboard access for Comcast users.