

# MARIANO FERRARIO

INTERACTION & USER EXPERIENCE DESIGNER

SAN FRANCISCO, CA  
415.845.2029  
mar@3revolutions.com  
www.3revolutions.com

## CLIENTS (SELECTED)

QUIDSI (AMAZON)

- DIAPERS.COM

- SOAP.COM

- YOYO.COM

- WAG.COM

BROOKS BROTHERS

CRAFTSMAN

DIANNA VON FURSTENBERG

KENMORE

KMART

LANCÔME

LIFE IS GOOD

MILLY NY

PUMA

SEARS

SEARS CANADA

SOLSTICE SUNGLASSES

THE NORTH FACE

VANS

VERA WANG

WARNER BROS

## FOCUS

Brand + eCommerce  
Guided shopping experiences  
Product customization  
Interaction design  
User experience  
Web development  
Prototyping  
Information architecture

## EXPERIENCE

**FLUID** NEW YORK, NY + SAN FRANCISCO, CA

**DIRECTOR OF EXPERIENCE DESIGN (NYC)**

06.11 - 03.12

**ASSOCIATE DIRECTOR OF EXPERIENCE DESIGN (NYC)**

10.10 - 06.11

**LEAD INTERACTION DESIGNER (NYC)**

01.10 - 10.10

**SENIOR INTERACTION DESIGNER (SF)**

01.09 - 01.10

**INTERACTION DESIGNER (SF)**

08.07 - 01.09

Senior member of a small start up team establishing Fluid's New York City studio driving 800% growth in staff size within two years. Responsible for managing operations and culture of the new office fostering a collaborative, team-oriented and quality focused work environment.

Provide day-to-day management of growing Interaction Design team including leadership and oversight for all User Experience & Interaction Design projects in NY. Responsible for recruiting and hiring of new IxD team members.

Help scope, resource and schedule new projects.

Develop new business: design comps, develop presentations and represent Interaction Design team at pitch meetings.

Designed the interaction and user experience for two SAAS products (Fluid Configure and Fluid Shoppable Video) for the Fluid Retail™ product platform. Designs included both the client facing and administrative experiences.

Lead eCommerce projects with interdisciplinary team members (Strategy, Visual Design and Engineering); help develop strategic direction and concept development; design information architecture and taxonomies; conduct stakeholder interviews; scope and schedule projects; conduct heuristic evaluations and competitive analyses; interaction design, design user experience flows, process flows, and wireframes; design and program interactive prototypes; conduct usability testing; develop functional specifications documents.

Defined and developed company-wide prototyping process, methodology and framework utilizing Adobe Fireworks.

Spearheaded and developed company-wide Intranet for clients.

**FROG DESIGN** SAN FRANCISCO, CA

**DESIGN ANALYST (INTERNSHIP)**

06.06 - 09.06

Led the analysis, information architecture, design and development of a design pattern Intranet for a Fortune 100 company grounded in stakeholder interviews.

## SKILLS

Site Maps  
Wireframes  
Usability Testing  
Personas  
User Experience Flows  
Task Analysis  
Competitive Analysis  
Heuristic Analysis  
Interaction Design  
Information Architecture  
Taxonomy & Metadata  
Development  
Prototyping  
Web Development  
Adobe Creative Suite  
- Fireworks  
- Dreamweaver  
- Flash  
- Illustrator  
- InDesign

## TECHNOLOGIES

JavaScript  
jQuery  
ActionScript AS3  
HTML  
DHTML  
XML  
CSS  
PHP  
MySQL

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## EXPERIENCE (CONTINUED)

### US SKI & SNOWBOARD ASSOCIATION SAN FRANCISCO, CA

WEB DEVELOPMENT CONSULTANT

2004 - 2006

Sole developer responsible for programming site architecture, database design and front end development for usskiteam.com and ussnowboarding.com.

Developed custom Content Management System facilitating the Marketing team to control all aspect of the site including news articles, race results, team bios, images, banner ads, RSS feeds, and video content.

Created XML API that syndicated news stories to Yahoo! Sports for the 2006 Olympics.

### SYCLE.NET SAN FRANCISCO, CA

WEB DEVELOPMENT CONSULTANT

2002 - 2004

One of four programmers responsible for developing a CRM system for the Audiology industry.

Developed automated event triggered traditional mail marketing system integrating with a 3rd party vendor via Web Services and SOAP/XML for fulfillment.

### COSEHC.ORG SAN FRANCISCO, CA

WEB DEVELOPMENT CONSULTANT

2000 - 2003

Provided strategic guidance and led the development for a web based disease management system that provided clinicians with tools for data analysis and treatment benchmarking.

Sole developer responsible for programming site architecture, database design, and front end development. Integrated patient data from twenty five disparate clinician databases throughout the Southeast region.

### US FREESTYLE SKI TEAM PARK CITY, UT

OLYMPIC ATHLETE

1993 - 2002

International Competitor - World Cup Team Member.

1998 Olympic Team member, Nagano Japan (Aerial Skiing).

Athlete Representative - United States Ski Association Board of Directors (2005 - 2007).

## EDUCATION

### UNIVERSITY OF CALIFORNIA BERKELEY, CA

SCHOOL OF INFORMATION

MASTERS IN INFORMATION MANAGEMENT AND SYSTEMS, MIMS, 2007

James Chen Award - Most Outstanding Final Project in Social Information Systems.

Management of Technology (MOT) certificate through the Haas School of Business.

Co-President - Information Management Student Association (IMSA) - (2006 - 2007).

### UNIVERSITY OF UTAH SALT LAKE CITY, UT

EXERCISE AND SPORTS SCIENCE, BS, 1999

## AWARDS

2012 FWA Mobile of the Day Award, Jan 7, 2012,

- Craftsman Torque iPad Magazine

2012 Internet Retailer Hot 100 Retail Web Site

- Wag.com (Amazon)

2011 Racie Award - Bronze Medal in Social Commerce

- DVF.com: Fall Social Catalog

2010 Interactive Media Award, Best In Class

- DVF.com: Fall Social Catalog

2010 Interactive Media Award, Best In Class, Customs Shoe Configurator

- Vans.com

2010 Interactive Media Award, Best In Class, Shoppable

Video Lookbook

- MillyNy.com

2010 Interactive Media Award, Outstanding Achievement

- Sears.com: Yard Guru

2010 Interactive Media Award, Outstanding Achievement

- Craftsman.com: Garage Planner

2010 Interactive Media Award, Outstanding Achievement

- Soap.com (Amazon)

2008 Internet Retailer Hot 100 Retail Web Site

- Diapers.com (Amazon)

2008 Internet Retailer Hot 100 Retail Web Site

- TheNorthFace.com