

## **Eddie James**

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### **Current interest areas**

Social networking, personal branding, data mining and analysis of user-generated content

### **Education**

B.A. Mass Communications, Emory & Henry College, Emory, VA, May 1992  
M.A. User Interface Design, University of Baltimore, Baltimore, MD, May 1999

### **Work Experience**

#### **8/05-present**

**Senior Information Architect**  
**Comcast Interactive Media Group , Philadelphia, PA**

Currently focused on building community/social networking features into Ziddio.com, Comcast's user generated video sharing site.

Leading efforts to collect, analyze and report user feedback and "chatter" found via feedback devices on our web sites and on forums, blogs and social networks. The goal is to use these inputs to make better design and business decisions.

Served as Lead interaction designer/Information Architect for instant messaging, email, digital voice and entertainment applications.

#### **3/01-8/05**

**Senior Information Architect**  
**The Vanguard Group, Malvern, PA**

Lead the design team – consisting of writers, visual designers and junior information architects – in producing financial web-based transactions for users with little financial knowledge. Four of these transactions – Loans, Withdrawals, Terminations and an entire processing site for non-qualified plans – shifted the majority of these transactions to the Vanguard web site and helped reduce call center volume by 25%.

Lead the redesign of the participant web site and the current internal processing system used by over 550 Vanguard phone associates.

Designed a system for internal phone associates to quickly find the unique plan rules for each participant who calls. This reduced call times and provided more accurate information to participants.

Served as site owner of the Institutional trading site where millions of dollars are traded daily.

Worked with business and technical teams to define business goals and requirements of projects.

Created personas, user scenarios, initial information architectures, information flow concepts and wrote technical documentation for all projects I lead.

Created paper and HTML prototypes, conducted heuristic evaluations of designs, iterated to improve designs.

Worked with lead developers on all back-end and database projects that would have an effect on the user interface.

Served as the "voice of the user" at high-level management meetings to help define business strategies.

Regularly listened to customer phone calls in order to improve web-based transactions or create new ones to meet user needs.

**7/99-1/01**

**Lead Interaction Designer  
kozmo.com, New York, NY**

Lead a group of 4 information architects in designing the kozmo.com site and worked with operations to develop the warehouse processes needed to deliver orders within the promised one hour window.

Designed online systems to handle new cities, delivery areas and categories.

Developed parental control system for restricted age categories such as Wine, Beer, Cigarettes, and movies rated R and above.

Researched user needs, defined user requirements, designed features, wrote product briefs and created user interface specifications.

Developed kozmo.com's first UI documentation system.

Defined web site usability goals, interface standards and writing style.

Planned, prepared and conducted usability tests and redesigned site based on test results.

Simplified navigation, layout and information architecture.

Served as voice of the customer for all departments.

Created site maps and page schematics.

**Associations**

Member of Philly CHI

Member of IA Institute