

Nick Kinkaid

Lead level customer experience professional located in Minneapolis with a background in consumer and financial service websites.

Experience

Best Buy

12/2007 – Present

BestBuy.com Mobile Web SME (Senior Manager, PRG)

Managed the business interests, scope of requirements, launch strategy, and production operations of m.bestbuy.com.

- Ensured architecture, design, and development followed mobile-industry best practices.
- Evangelized the benefits of mobile web within the organization.

Director of Online Experience at Speakeasy, Inc

Directed the information architecture, design, implementation, and online operations of Speakeasy Voice, a voice-over-IP product with service provided by Speakeasy, manufactured by Cisco, and sold exclusively through Best Buy.

- Recently promoted and responsible for **creative direction** and enterprise website development.
- Built and managed a team of interaction designers, graphic designers, web developers, and usability professionals responsible for the product's **mobile, kiosk, retail, and online presence**.
- Managed multiple vendors and agencies bringing contracts to completion **on-time** and **on-budget** for services including branding, comp design, copywriting, web development, and packaging production.
- Developed an **online marketing campaign** including paid search resulting in a **40% increase in unique visitors**.
- Successfully championed user experience in an **agile-scrum** development environment.

JPMorgan Chase Bank

9/2002 – 12/2007

User Experience Manager, CRI

Responsible for daily operations and strategic direction of user experience objectives within the Credit Risk Infrastructure initiative, including management of information architects, graphic designers, and business analysts. Team responsibilities included architecting, designing, and prototyping applications for credit risk, market risk, and operational risk web applications, also evangelizing the benefits of good design practices among management and technical teams.

- Successfully managed the simultaneous design, development oversight and daily business as usual enhancements of **twelve web applications**.
- Executed approximately one formal **usability test** per quarter across geographical regions and broad organizational divisions, including the adjusting of results to account for **cultural differences**.

Contact

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Skills

Proven experience in **branding**, business analysis, change management, **creative direction**, focus groups, heuristic evaluations, online marketing, paid search, **payment card industry (PCI)** compliance, persona development, **search engine marketing (SEM) and optimization (SEO)**, site maps, storyboarding, surveys, taxonomy, **usability testing**, use cases, user acceptance testing (UAT), vendor management, **website development**, and **wireframes**.

Technologies

AJAX, **BEA Weblogic**, CSS, HTML, Java J2EE, Javascript, **Microsoft .Net (C#) 3.5**, Oracle, SQL Server 2005, Web Services

Education

B.S., Engineering Management

Industrial Engineering & Management, with emphasis on **Human Factors**.

University of Illinois at Chicago, 12/2004

Microsoft Certified Solution Developer

MCP - **MCS.D.net** & SQL

Microsoft Corporation, 10/2003

Microsoft Certified Application Developer

MCP - **MCAD.net**

Microsoft Corporation, 10/2003

JPMorgan Chase Bank, Continued

Change Management Business Analyst

Acted as change management advocate for Commercial Bank in deploying large web applications to replace heritage systems. Activities included: identified and **resolved operating model conflicts**, designed and executed **communication plans**, managed **user acceptance testing cycles**, and provided support during deployment.

Information Architect

Information Architect with deliverables ranging from website wireframes, site maps, use cases, prototyping, usability testing, and mentoring junior team members.

- Created the user experience for an **enterprise credit approval application** combining traits from two legacy systems to minimize the challenge of **change management**.
- Architected an innovative shopping-cart model for creating complex **tiered customer portfolios** based on a variety of search and filtration attributes.

Senior Middleware Developer

Retail Bank developer responsible for designing and developing multi-tier middleware applications to facilitate online bill payment.

- Primarily tasked with **mainframe to middleware communications** via web services to execute high-volume electronic funds transfer between retail customer accounts and SAP company accounts.

Proxicom Inc

06/2000 – 09/2002

Consultant, Technology Practice

Web developer tasked with developing websites by integrating **Microsoft** systems with third-party content management tools.

Consultant, Creative Practice

Led the front-end development for public internet and intranet applications for large clients including FordVehicles.com, DairyQueen.com, (DuPont) Corian.com, Mazda.com, BlackAndDecker.com, Armstrong.com, and internal Intel websites.