

## Nick Kinkaid

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Internet and mobile channel manager with over ten years experience in designing, developing, and operating high-revenue websites & mobile applications for Fortune 100 companies.

### Experience

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#### **Best Buy**

12/2007 – Present

##### *Mobile Channel Director*

Responsible for the design, development, operations, and P&L of Best Buy's mobile commerce platforms including m.bestbuy.com and commercial mobile applications.

- Grew BestBuy.com's mobile website from initial scoping to an eight-figure self-sustaining business with 200% annual traffic growth.
- Designed a mobile commerce forecasting model with less than 2% variance between expectations and fiscal year actual.
- Implemented an active-feedback measurement plan for mobile commerce that provides direct input into agile stack-ranked backlogs ensuring customer input in feature prioritization.
- Designed feature sets that bring customer value to brick-and-mortar retail stores that reduce in-store assortment, provide peer reviews, and foster a self-service commerce environment.
- Evangelized the possibilities of Best Buy's mobile channel in a traditional retail environment.
- Managed a large team and corresponding cost center to ensure efficient throughput and delivery on-time, on-budget, and on-scope.

##### *Director of Online Experience at Speakeasy, Inc*

Lead the creative design and enterprise web development organizations of Speakeasy, a \$100 million telecommunications subsidiary of Best Buy.

- Directed the information architecture, design, implementation, and online operations of Speakeasy Voice, a voice-over-IP product sold exclusively through Best Buy.
- 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.
- Developed an online marketing campaign including paid search resulting in a 40% increase in unique visitors.
- Successfully championed user experience in agile-scrum development.

#### **JPMorgan Chase Bank**

9/2002 – 12/2007

##### *User Experience Manager, CRI*

Responsible for the strategic direction of user experience within a multi-million dollar investment bank credit tools redesign. (*continued...*)

### Contact

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521 2<sup>nd</sup> St SE #504, Mnpls, MN 55414  
(773) 301-3232

[nick.kinkaid@remotesky.com](mailto:nick.kinkaid@remotesky.com)

<http://nickkinkaid.com>

### Tags

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Android development, BlackBerry development, branding, business analysis, change management, creative direction, cost center management, focus groups, financial services websites, heuristic evaluations, iPhone development, mobile strategy, mobile web development, mobile app development, online marketing, paid search, payment card industry (PCI) compliance, persona development, P&L management, retail websites, search engine marketing (SEM), and optimization (SEO), site maps, storyboarding, surveys, taxonomy, telecommunications websites, usability testing, use cases, user acceptance testing (UAT), vendor management, voice-over-IP portals, VoIP, website development, and wireframes.

### Education

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#### *B.S., Engineering Management*

Industrial Engineering & Management  
University of Illinois at Chicago, 12/2004

#### *Microsoft Certified Solution Developer*

MCP - MCSD.net & SQL

Microsoft Corporation, 10/2003

#### *Microsoft Certified Application Developer*

MCP - MCAD.net

Microsoft Corporation, 10/2003

## JPMorgan Chase Bank, Continued

### *User Experience Manager, CRI*

Responsible for the strategic direction of user experience within a multi-million dollar investment bank credit tools redesign.

- Managed a cross-functional creative organization of information architects, graphic designers, and business analysts.
- Team responsibilities included architecting, designing, prototyping, and usability testing a portfolio of 12 credit risk web applications.
- Evangelized the efficiencies of user centered design and the benefits of user experience among non-IT business sponsors.

### *Change Management Business Analyst*

Acted as change management advocate 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.

Online

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<http://nickkinkaid.com>

<http://nickkinkaid.mobi>

Twitter: nickkinkaid



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What is this?

A 2D-barcode, also known as a QR code, is a computer-generated, computer-readable picture that provides a quick, effective link between off-line elements and online supplemental content.

Android-based mobile phones can read this code using native applications. iPhone users can use one of many third-party tools such as [NeoReader](#).

This particular code will translate to my website's URL. Give it a try.