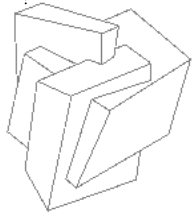


Jason Furnell

B.Sc. Architecture (USyd) | Master of Design (UTS) | Grad.Cert. Spatial Information Architecture (RMIT)

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■ strengths



- Wireless and Web Experience Design, Interface Design and Interaction Design specialist. Practiced in communicating a clear end user vision for projects developing complex web based applications. Demonstrated ability to work under pressure in a client-facing role, managing a design team and the Interface Design process from concept to delivery.
- Expert in creating simple diagrams that help bridge the gap between the business, marketing & technology teams. Leading a process that drives technology solutions towards delivering rich and useful customer experiences.
- Experienced in supporting a wide range of roles including Account / Sales / Business Development, Product / Technology / Project Mangers, Software Architects / Developers / Testers, Usability Consultants / Testers, HTML / CSS Developers, Marketing Managers / Creative Agencies & Graphic Designers. Comfortable in working on large scale projects in multidisciplinary design teams while managing multiple stakeholders pushing different agenda's.
- Simple and effective diagramming methodology for the design development, presentation and specification of detailed site blueprints, wireframe page templates, Component Patterns, Process Modelling and the graphic user interface.
- A strong understanding of highly functional and usable interface design within the context of SOA based Web Services Architecture and database driven Content Management Systems.
- Unique skill set spanning Experience Design, User Interface Design, Interaction Design, Process Design, Information Design, Information Architecture, Usability, Presentation layer Development, Art Direction and Graphic Design.
- Proven experience in the implementation of business strategy through design with an impressive track record of delivering innovative and highly usable solutions for blue chip clients including Ericsson, Telstra, Toyota Australia, HCF, Channel 7 (2000 Olympics.com.au and i7sport), Aventis, L.J.Hooker, James Hardie, Barnardos, TAFE, Coke, McDonalds and Optus

■ experience

User Experience Design Lead

2007–2008 :: Ericsson R&D :: Stockholm Sweden

Driving the experience design of a project productifying the Service Delivery Platform concept at Ericsson global R&D centre in Sweden.

A lead role :

- Defining the ambition and vision for a multi-disciplinary team working within the Agile methodology. UI Design within the context of SOA based Web Services Architecture, requiring an understanding of the content delivery data model and how this would eventually drive content into the application.
- Spanning Experience Design, Process Documentation, User Interface Design and Art Direction. Responsible for delivery of the entire presentation layer.
- Connecting the business and technology teams, clarifying and prioritizing requirements and defining the ambition for each agile development round.
- Focusing on helping different stakeholders work together more effectively by defining commonly understood diagrams and experiences that the entire team could rally around.

User Interface Design Lead

2004–2006 :: Ericsson :: Melbourne Australia.

Design lead for the Ericsson user interface design team focused on delivering the Telstra Service Delivery Platform (TSDP).

The TSDP is Telstra's wireless content services strategy delivering compelling 3G content, applications and services.

Worked within a multi-disciplinary solution design team including Business Owners, Solution Architects, Portal Developers, Network Engineers and Specialist Mobile Content and Applications Subject Matter Experts.

- Developed and managed the design and documentation of all user interface elements with the Wireless (3G Mobile) Service Portal.
- Designed complex rendering rules for ensuring the high quality presentation of Telstra's mobile internet portal across a range of mobile devices with varying capabilities.
- Included developing a Wireless Portal CMS leveraging BEA web logic, Documentum and Mobile Aware technology solutions.
- An ongoing large scale complex technology and process project running in parallel with Ericsson's rollout of a nation wide broadband 850 wireless network.

Consultant Information Architect

2002–2003 :: Telstra :: Sydney Australia

Design lead for the user interface and information architecture component of a large scale redesign project involving all mobile, fixed line and pay TV product templates.

- www.telstra.com
The proposed product template designs focused on dramatically improving the usability of the site while supporting a more sophisticated XML publishing methodology and content management system.

Art Director / Information Architect

1999–2002 :: Hothouse Interactive :: Sydney Australia

Developing the design vision and GUI detail on large-scale web development projects. Managing the interface design process from concept to testing and delivery. Insuring highly functional and useable online solutions

- Toyota Australia :: www.prius.toyota.com.au
The site template on which all Toyota vehicles are currently based. Developed the CMS IA and page templates for all areas of the site, including the interactive Price Your Car functionality and leads generation/management system for dealers and other Toyota stakeholders.
- Toyota Australia :: www.corolla.toyota.com.au
Art direction on the implementation of the CMS design and full utilization of the Price Your Car functionality for a more complex vehicle with a range of grades.
- i7 :: www.olympics.com.au :: www.i7sport.com.au
Art director and IA on the development of the olympics.com.au site CMS (Vignette), which then formed the basis for the entire i7sport portal. A design accommodating a database driven CMS with multiple content feeds and IA structure that could easily add and subtract specific sport mini-sites as events came and went.
- Telstra :: www.telstra.com/money
Art direction, IA and page templates for the Telstra Money section, including the interface for functionality like the stock market watch and share portfolio. This project also acted as a test case for the implementation of the Telstra graphic design standards.
- HCF :: www.hcf.com.au
Developed IA and page templates for the first round of user testing. Involved closely examining the HCF business goals and product offering then finding a simpler way for users to find the appropriate type of cover.
- Other projects and clients include Aventis, L.J.Hooker, James Hardie, Barnardos, TAFE, Coke, McDonalds, CHH, Optus, Chux, Vertical Markets and Stuff Auctions.

Contractor

1997–1999 :: DEK information architecture :: Sydney Australia

Independent contractor across both bricks and mortar architecture and small scale web site development.

- EDS Australia
IA restructure and interface design of the EDS Commonwealth Bank intranet. Project involved mapping the existing site and optimizing the content structure.
- Saatchi and Saatchi
Development of the Castrol FMX CD-ROM presentation in director, and the production of graphic elements for the NRMA site.
- Web site design and development
Azure Architects, Indian Palace Restaurant, Lay International Hotel PNG.
- Architectural documentation and presentation graphics
Kennedy Associates Architects, Form Architects, Sole Design & Construction.

Web Master

1996–1999 :: 3D world Publishing :: Sydney Australia

Redesign of the existing site, site development, and ongoing maintenance of the weekly online youth magazine.

Assistant Architect

1993–1996 :: Kennedy Associates Architects :: Sydney Australia

Preparing documentation for council development applications and construction certificates. Detailed documentation for the tendering process and contract administration during the construction process.

- Approximately 21 residential and 6 small commercial projects including the Savoy Hotel refurbishment Double Bay, and Huon Hooke's residence.

education

Master of Architecture

Starting 2006 :: RMIT Melbourne :: Australia

In progress

(currently deferred).

Graduate Certificate in Spatial Information Architecture

2003-2004 :: RMIT Melbourne :: Australia

High distinction average across all subjects in a cross discipline design course run by the School of Architecture & Design.

Master of Design

1996-1999 :: University of Technology Sydney :: Australia

Distinction for major thesis "Information Environments" exploring the nature of space, navigation and aesthetics in the information age.

Bachelor of Science in Architecture

1990-1993 :: University of Sydney :: Australia

7 distinctions across design and communication subjects.

Higher School Certificate

1987-1989 :: Ashfield Boys High :: Sydney Australia

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■ **technical proficiencies**

Template Design

A strong understanding of the design constraints of template based, data base driven site structures employed in content management systems, with specific experience in BEA WebLogic, Documentum, Mobile Aware, Vignette. Experienced working with XML data models within the context of SOA based Web Services Architecture.

- Site Map and Wireframe Development
Using Axure, Microsoft PowerPoint, Visio and Word.
- HTML Pagecraft
A strong understanding of page craft in HTML & CSS, and the design constraints when constructing pages using tables & Divs, images, background images, fonts and font tag's, menu flyouts and form elements.
- Interface Design & Web Graphic Production
Using Adobe Photoshop, ImageReady and GoLive.

■ **interests**

A very content Moroccan once told me the meaning of life
You live once, you die and take nothing with you.

The birth of my daughter Maya in 2006, and the time I have spent watching her grow is nothing short of a miracle. My partner Lara and I have dragged her to Sweden, Germany, Italy, China and New Zealand.

I have traveled extensively across Europe, and particularly enjoyed extended periods in Morocco, Turkey and Japan.

In 2002 sailed from Sydney Harbour to the Whitsunday Islands and back on an 8month tour of the NSW/QLD coast. It's difficult to describe the peace and beauty I discovered on this adventure.

I have moved from Sydney to Melbourne in 2003, and become a keen mountain bike rider, making up for all the stacks that I never had growing up as a inner city boy in Sydney with no bike.

■ **referees**

- Referees provided on request