

ANGEL COLBERG

Cross Disciplinary Designer and Developer

As a design team leader, I bring together and inspire designers to branch out across knowledge areas while still staying true to user centered design principles and methods. My skills span across research, design, facilitation, development and team building.

<http://angelcolberg.com>

Oracle

Redwood Shores, CA 10/2013-Present

Principal User Experience Designer

- Responsible for the UX research, design and development for Oracle's flagship cloud product, cloud.oracle.com.

CloudOn - Startup (Mobile Productivity App)

Palo Alto, CA 3/2013-10/2013

Lead Product Designer

- Responsible for the UX, Interaction and Product design for the app across all devices.
- Implemented UCD methodologies with an inclination towards Lean UX and guerilla research.
- Researched and created task analyses, personas, flows, concept/mental models, wireframes, prototypes and maps across IOS tablet/phone, Web, and Android tablet/phone.
- Recruited and interviewed users for various cognitive/usability exercises and evaluations.
- Responsible for building design team (Research, UX, IxD, Visual) and processes as the lead designer.
- Managed and mentored various reports including interns, contractors and FTEs.

Microsoft

Redmond, WA 6/2007-8/2012

User Experience Designer

- Responsible for the UX, Visual, Interaction Design and Front-end Development on the main intranet portals like MSW, MSLibrary, ITWeb, InsideIT, InfoWeb, Portals, Infopedia, Academy Mobile, MySite and Platform projects for all SharePoint farms.

- Procedurally served as the UX design and development gatekeeper for all internal platform projects created on SharePoint in MSIT.
- Initiated and led design research, facilitation and execution for our team across MSIT.
- Drove universal design as the Accessibility lead for our organization through the adoption of exit requirements.
- Ensured UX standards and process integration across our multiple development teams. Pattern, snippet libraries mapped to our scenarios developed for internal use.
- Documented UX design and development standards, personas, pattern libraries, scenarios, style guides, heuristic and accessibility checklists and reviews for internal SharePoint Portals.
- Drove innovation on the intranet by proactively joining the Garage MicroTalk team in 2008 in order to bring the project over to MSIT for use in the highly underutilized SharePoint MySite at the time. By 2010 and through the help of the OfficeTalk team (MicroTalk turned into OfficeTalk once funding was established for the volunteer project), I was able to start integrating a micro blogging experience into our enterprise MySite as I envisioned it 2 years earlier. This led to the creation of NGI (Next Generation Intranet) project with new positions, budgets and roadmaps being created around the new MySite aggregated experience.
- Managed external design vendor relationships in partnership with business units internally.
- Managed various internal and offshore vendors and agency resources in order to scale out design operations.
- Received Office Labs award for MicroTalk, SharePoint 2010 Ship It Award, SharePoint 2010 Dogfood Award, Deliver IT Award for MSW Redesign and NGI (Next Generation Intranet).
 - http://angelcolberg.com/portfolio/NextGenIntranetApproach_final.pdf
 - [http://angelcolberg.com/portfolio/Company Meeting guidelines.pdf](http://angelcolberg.com/portfolio/Company_Meeting_guidelines.pdf)
 - [http://angelcolberg.com/portfolio/msw style guide.pdf](http://angelcolberg.com/portfolio/msw_style_guide.pdf)
 - [http://angelcolberg.com/portfolio/msw module guide.pdf](http://angelcolberg.com/portfolio/msw_module_guide.pdf)
 - [http://angelcolberg.com/portfolio/msw wireframes.pdf](http://angelcolberg.com/portfolio/msw_wireframes.pdf)

Snapdragon Medical- STARTUP (Medical Document Management)

St. Petersburg, FL 2/2007-5/2007

UX, Interaction and Visual Designer

- Created personas, task analysis, flows, wireframes, visual design, performance/quality benchmarks, heuristic checklists and a little front end development of a HIPAA compliant document management solution built on JAVA/Struts/Dojo/SVG.

Solutionz Group - STARTUP (Road Trip Application)

Oldsmar, FL 12/06-2/07

UX Designer

- Created personas, use cases, wireframes, heuristics, evaluations, visual designs and prototypes for a road trip travel application on Travelocity.com.
- Planned and ran on site usability tests, focus groups and contextual inquiries.

UTEK

Tampa, FL 8/06-12/06

UX Designer, Front End Developer and Visual Designer

- Drove UX, IA and visual design on various internal and external web applications spanning various languages and platforms from Python and ASP to SharePoint and Macromedia Breeze so that the experience was seamless to our internal and external audiences.
- Performed frontend development and built functional prototypes for cognitive and usability testing.
- Created the online and offline identities of all the properties.

Gulf Coast Spas

Clearwater, FL 11/05 – 7/06

Web Architect, Web Developer, Industrial Designer and Visual Designer

- Designed and developed various internal and external web site launches across the company allowing sales, customer service and manufacturing to have an external ecommerce presence integrated with internal LOB applications.
- Redesigned Gulf Coast Spas.com as part of a marketing campaign for the launch of the new 2006 spa line.
- Developed SEM and organic SEO strategy.
- Documented all online process and guidelines for IT and Marketing Departments.
- Other tasks included 3d modeling, rich internet media creation, print ad and brochure creation, database design, brand identity, managing photo shoots and video editing.

Freelance

Tampa, FL 4/05-11/05

ELearning Courseware Developer and UI Designer

- Worked on State Department, NAVAIR and STRICOM eLearning projects utilizing SCORM on various LMS platforms.
- Verizon internal corporate SCORM eLearning module migration project.

eMarketing (Triad Digital/MARS Advertising)

Tampa, FL 11/04 – 4/05

Visual Designer, Motion Designer, Web Developer, and SEO/SEM

- Setup DEV and Prod environments with SQL 2000 and Urchin 5 in order to host startup product/event sites for our main client Walmart.com.
- Interfaced with Walmart.com clients sponsoring events in the newly created Walmart.com site branch for our interactive division.
- Ad campaigns included Flash demos, on and off line store events and mini-sites.
- Concurrently worked on SEO/SEM campaigns for various internal and MARS Advertising (Parent Company) clients while training the new hires for eMarketing Tampa's sister venture, Surround Search.
- All of the design, development, server administration, metrics and SEO training of new staff were done by me during our startup phase.

Carley Corporation

Orlando, FL 3/04 – 11/04

ELearning Courseware Developer, Instructional Designer, Visual Designer

- Customized, and supported Outlast Evolution LCMS while concurrently developing web and courseware functionality for use in Evolution.
- Designed and developed Flash, video and Authorware assets.
- Created initial requirements for architecture and site structure, graphics, SCORM, and configuration management.

JIL Information Systems

Orlando, FL 8/02 – 3/04

ELearning Courseware Developer, Industrial Designer, Visual Designer

- Started out as a proposal team member with the role of technical advisor and programmer on courseware development, SCORM, Learning Management Systems, configuration management and web development for proposal process. I ended up getting hired to lead a team of 3 developers and designers in order to scale operations.

- Development of CBT, IMI, WBT, conceptual 3D modeling and animations, intranet, extranets and courseware for various Federal and Military contracts.
- Created the corporate style guide and initiated the standardization of processes in my department through the use of configuration management and documented ISO conformant processes in the IT department through the use of web applications developed by our team which helped us establish ISO: 2001 compliance.

IntelliTeam / Clear Channel Communications

Orlando, FL 9/01 – 8/02

Web Designer and Front End Developer

- Developed and maintained IntelliTeam website and worked with individual clients' projects while working as a liaison at Clear Channel Orlando on behalf of IntelliTeam as the lead designer/ developer for the newly created Clear Channel Internet Ad Sales department creating ads and mini sites.
- My time was split 50/50 amongst IntelliTeam and Clear Channel.

CHEP International

Orlando, FL 9/00 – 9/01

Designer/Programmer Analyst

- Maintained, designed and developed the various internal and external websites for CHEP International while creating marketing campaigns with the Marketing department upon new product releases and events.
- Redesigned CHEP.com and redesigned the identity for the company.
- Developed all multimedia and interactive kiosks for tradeshow and demos.
- Architected and designed an internal global career website using JSP. Project went live successfully and was used as the architectural model for the rest of the intranet.

Technical skills, processes and tools

- Desktop, Web, Mobile, Cross-browser, Responsive, and Semantic Design and Development
- User centered design, Scenario Focused Engineering, Persona Modeling, Wireframing, Sketching, Rapid Prototyping, Mental Modeling, Contextual Inquiries, Sketching, Lean UX
- User research recruiting, interviewing, facilitating knowledge transfer across groups in our org
- User Validation through cognitive walkthroughs, contextual inquiries and usability testing/Split (A/B) Testing/Multivariate Analysis
- IOS, Android, Windows Phone design experience
- Axure RP/OmniGraffle/Balsamiq/Sketching/PPT
- SCORM/Section 508/Addie/W3C/WCAG/MATS

- XHTML/HTML 5
- CSS 2/CSS 3
- ASP/MVC/PHP/JSP
- Currently learning Ruby, Python and Django
- XML/XSL/XPATH/JSON
- MOSS 2007/SharePoint 2010/SharePoint 2013
- JavaScript/Jquery
- Sencha, PhoneGap, Jquery Mobile
- Adobe Photoshop/Illustrator/InDesign/Fireworks/Axialis Icon Factory
- Flash/Expression Blend/Director
- Flash Communications Server/Flash Media Server/Windows Media Services
- Adobe After Effects / Discreet Combustion
- Adobe Premiere / Sony Vegas
- 3D Studio Max/Milkshape 3D/Maya
- VSTF/SVN/VSVN/PixelNovel (PSD versioning system)

Personal bio

- Languages: Spanish, English, Some Dutch
- Studied Anthropology, Psychology and Business Administration over 12+ years - Coursework/credits completed, petition to graduate never submitted. Attended Webster University in Leiden, Holland; University of South Florida, Tampa, FL; University Central Florida, Orlando, FL; Boston University, Boston, MA
- Lived overseas as an expatriate entire life in places such as Saudi Arabia, Indonesia, Switzerland, and Holland.
- NAUI Dive Master
- Avid traveler, have visited over 2 dozen countries.

Work Samples

LinkedIn

<http://www.linkedin.com/in/angelcolberg>

Portfolio

<http://angelcolberg.com>

Recent Artifacts

http://angelcolberg.com/portfolio/NextGenIntranetApproach_final.pdf

http://angelcolberg.com/portfolio/Company_Meeting_guidelines.pdf

http://angelcolberg.com/portfolio/msw_style_guide.pdf

http://angelcolberg.com/portfolio/msw_module_guide.pdf

http://angelcolberg.com/portfolio/msw_wireframes.pdf