

## Richard A. Tilghman, III

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### PROFILE

Over five years of experience in the interactive field employing broad knowledge of usability, human factors, HCI, and interactive engineering to deliver solutions for Fortune 500 companies and boutique firms. Specific industry experience includes Retail, Financial Services, Insurance, and Technology. Areas of expertise include leadership and management, verbal and written communications, problem solving and strategic analysis, and concept development.

### EDUCATION

**University of Pennsylvania**, Philadelphia, PA.

Bachelor of Arts in English, May 1997, focusing in 20th century European Modernism.

### PROFESSIONAL EXPERIENCE

**Nodal PT Interactive**, New York, NY

<http://www.nodalpt.com>

January 2001 - Present

Nodal PT is an interactive consulting firm offering architectural, usability, and engineering services. The firm provides freelance, contract, and project based services employing a diverse range of applications and solutions. Position involves leading all IA and IS involvement in company projects, creation of proprietary models and methodologies, and client management. Below are a few of the projects either I have either led or been involved with while at Nodal PT in an Information Architecture, Interactive Strategy, or Interactive Engineering role.

**Nodal PT: Creek & River, LLC**

<http://www.cr-america.com>

**Nodal PT: Brandplay, Inc.**

<http://www.brandplay.com>

**Nodal PT: Mathew Schwartz Design Studio, Inc.**

<http://www.ms-ds.com>

**Accordia, Inc.**, New York, NY

October 1999 - January 2001

Chief Information Architect for all Accordia ecommerce and interactive projects. Position involved creation of various proprietary systems and models based on unique needs of the target businesses and demographics, as well as the capabilities of the project engineers and software. Responsibilities included requirements and initial product strategy sessions, information design, usability, site and process flowcharting using Visio and Illustrator, functional specifications, analysis of all human factors related to engagement, and evaluating and mentoring other IA team members.

#### **Accomplishments at Accordia:**

- Developed Gateway Access Model (GAM), a multi-dimensional, meta-organizational, object oriented system that allows users to navigate a variety of predefined perspectives and dynamically generated locations.
- Developed model for affinity navigation implementation, creating a template structure and contextual application that allows the most relevant and usable product to be presented to the user.
- Authored specifications outlining development of site component model for implementation of online retail systems and functionality, including all central and tertiary systems.
- Developed Accordia Information Architecture best practices and competencies, including project documentation, client presentation documentation, product strategy sessions, prototype standards, and human factors analysis format.

- Authored specifications outlining standardized implementation system for online retail systems and functionality, including all central and tertiary systems.

**Accordia: Dick's Sporting Goods, Inc.**

Lead Information Architect

<http://www.dsports.com> (site since redesigned)

**Accordia: ZanyBrainy, Inc.**

Lead Information Architect

<http://www.zanybrainy.com> (site since redesigned)

**Accordia: ULTA, Inc.**

Lead Information Architect

<http://www.ulta.com> (site since redesigned)

**iXL, Inc.**, New York, NY

Senior Interactive Engineer

April 1999 - October 1999

Led architecture and development efforts on interactive projects for various Fortune 500 clients. Began as an Interactive Engineer, and was promoted to Senior Interactive Engineer and client team leader after four months. Engagements included three months on-site in Wayne, PA, while developing the GE Auto Insurance Rate Quote and Web Presence. Primarily engaged with General Electric developing presences for a variety of product factories and individuals within the company.

**Accomplishments at iXL:**

- Delivered the only project on time and under budget for iXL's New York office in all of 1999.
- Developed dynamic model and software employed by GE Financial and subordinate product factories interactive assets.
- Introduced advanced specifications for software development and initiated SpecWatch, a program for monitoring technological evolution and introducing viable technologies to the web engineering department.
- Initiated development of industry focus within Interactive Engineering discipline.
- Created and helped to incorporate web engineering best practices for iXL NY web engineering department.
- Served three months on site for client engagement in Valley Forge, PA.

**iXL: General Electric, Jack Welch Ebriefs**

Lead Interactive Engineer, Lead IA

**iXL: GE Auto Insurance Web Presence**

Lead Interactive Engineer, Lead IA, Lead QA, Project Manager

<http://www.geautoinsurance.com>

**iXL: GE Financial Network Web Presence**

Senior Interactive Engineer (consulting role)

<http://www.gefn.com>

**horsesmouth, LLC**, New York, NY

<http://www.horsesmouth.com>

October 1997 - March 1999

horsesmouth is a member-based, internet financial community and news service for licensed brokers and financial advisors. Began as Associate Producer responsible for editorial work on proprietary content for member web site. After 6 months promoted to Web Developer. Responsibilities included assisting Technology director with design and development of horsesmouth site, maintenance of proprietary systems, and further development of existing site and templates, as well as management of corporate intranet. Some of the specific projects lead or involved with include:

**Accomplishments at horsemouth:**

- Spearheaded CSS implementation for horsemouth site v2.1.
- Initial design/prototype for the horsemouth polling system.
- Client-side development of site search utility.
- Led planning, analysis, and proposal for contributor hosting initiative.
- Research and prototyping of the horsemouth site v3.0.
- Design and development of horsemouth site tutorial and help utility.
- Managed content for 4 contributors as Associate Producer.

**TECHNICAL SKILLS**

**Skills:** XML, UML, HTML (all specs), XHTML, DHTML, dHTML, CSS, CSS2, JavaScript, VBScript, Perl, Rational Rose, DOM, and full knowledge of browser compliance issues. Experience with WML, WAP, HDML, SQL, JSP, ASP, J2EE. Certified Interworld Ecommerce integrator.

**Software:** Homesite, Visio, Photoshop, Imageready, Illustrator, QuarkXPress, Fireworks, Acrobat, InDesign, Dreamweaver, Flash, Topstyle, Netscape, Internet Explorer, Opera, Mozilla, Forte, Pageblazer, MS Word, MS Excel, MS Project, MS Access, MS Powerpoint, Clarisworks. Experience with Broadvision, AutoCAD.

**Operating Systems:** Windows 95, 98, NT, 2000, XP; Mac OS; limited Unix and Linux experience.

*References available upon request*