Ed Caggiani

Senior User Experience Designer

Summary

User Experience Designer specializing in User Centered Design Methodologies. Expertise in all aspects of User Centered Design and developing user-centric and highly usable interactions. Strong user advocate who loves a challenge. Skilled at designing user experiences for web sites and mobile devices. Ability to create and administer usability tests and analyze the results to form an educated plan of action.

Specialties:

User Centered Design, Usability, Human Factors, Wireframes, Interactive Prototypes, Rapid Prototyping, User Experience, Branding and Identity, Visual Design, Usability Testing, User Research, PHP, CSS, HTML, JavaScript, Adobe Photoshop, Adobe Illustrator, Adobe XD, Balsamiq Mockups, Axure RP, Figma, TechSmith Morae

Contact

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mobile:
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LinkedIn:
www.linkedin.com/in/ecaggiani

Portfolio:
http://ed.caggiani.com

Languages

English
Spanish

Certifications

Certified Usability Analyst

Patents

Bezel including a display
Product customization system & method

Experience

Wowza Media Systems
Senior User Experience Designer

November 2013 - October 2019 (6 years)
REMOTE

Responsible for the interaction design and user experience for all of Wowza's products, including Wowza Streaming Engine, Wowza Streaming Cloud, Wowza GoCoder, Wowza ClearCaster, Wowza Player, and the external website, Wowza.com. Also responsible for the hardware product design and the software user experience for the Wowza ClearCaster streaming appliance.

All my work includes user research, wireframes, mockups, and prototyping. In some cases, I provide usable HTML/CSS when needed. I have also worked on mobile design for iOS and Android with the GoCoder product.

I have also managed Wowza's graphic design needs and resources. This includes actually generating any graphical assets needed (using Adobe Illustrator and Photoshop), to managing external graphic design contractors when required. Much of the graphic design work includes marketing material (ads, slides, banners...), printed materials for trade shows and sales, as well asany imagery needed for the website and Wowza products.

Zenfolio, Inc.
Senior User Experience Designer

July 2012 - October 2013 (1 year 4 months)
Menlo Park, CA

Interactive prototypes, mockups (lo and hi-fi), wireframes, and product requirement documents (PRD's) for a photography hosting web site. Also worked on the Zenfolio mobile app UX, available for iOS and Android.

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Experience (cont.)

Zazzle.com
User Experience Designer

July 2006 - July 2012 (6 years 1 month)
Redwood City, CA

I employed the principles of user-centered design to produce a more usable end product for our target audience. Deliverables include interactive prototypes, mockups (lo and hi-fi), wireframes, and product requirement documents (PRD's).

I also wrote and moderated usability tests and performed user research, and managed the development of our mobile site. I was very active in our user forums, talking to our customers directly and providing guidance and a voice to Zazzle's seller community. I am also the creator of the Zazzle Store Builder PHP script that allows sellers to create web sites that pull in feeds of Zazzle products.

Agami Systems, Inc.
User Interface Engineer/UX Designer

July 2003 - July 2006 (3 years 1 month)
Sunnyvale, CA

Designed and developed web user interface, produced mockups, and designed GUI architecture for NAS storage product. User interface implementation. Included heavy use of PHP, CSS, HTML, and JavaScript.

Developed for Linux platform from scratch. Includes coding of session management, authentication and middle-to-backend connectivity. Documented UI specifications.

Helped develop, administer and analyze product usability studies, including GUI and CLI, in conjunction with Marketing department. Rapid prototyping of new features using JavaScript/HTML/CSS and/or Photoshop.

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Experience (cont.)

Teros, Inc.
User Interface Engineer/UX Designer

2002 - 2003 (2 years)
Sunnyvale, CA

Designed and developed user interfaces for APS Security product. User interface implementation. Included heavy use of PHP, CSS, HTML, and JavaScript.

Helped develop, administer and analyze product usability studies. Rapid prototyping of new features using JavaScript/HTML and/or Photoshop.

Octopus.com
User Interface Engineer

1999 - 2001 (3 years)
Palo Alto, CA

Designed and developed user interfaces for product and internal tools, including Octopus Administration Tool and Element Definition Kit. Worked with other departments to identify product feature requirements. Bridged the gap between technical and non-technical departments. In charge of user interface implementation and design. Included heavy use of CSS, HTML, and JavaScript.

DHL Airways, Inc.
Lead Applications Engineer

1998 - 1999 (2 years)
Redwood City, CA

Lead programmer for DHL-USA website. Consists of HTML, JavaScript, TCL, SQL, and template development using Vignette Story Server. The site is database driven, with TCL/HTML templates making SQL calls to populate the pages. Created reusable components and content entry templates for the end user. This delegates the content maintenance out to the business for quicker updates. Front end design and development. Worked with US Government to build a DHL extranet.

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Education

Human Factors International (2011 - 2012)
Certified Usability Analyst, User Experience and Usability

Syracuse University (1988 - 1992)
Bachelors of Science, Communications

Conestoga High School (1986 - 1988)