

## **Michael A. Zarro**

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### **Professional Experience**

With ten years experience as an information architect and project leader, I have gained significant leadership, teamwork, and management skills while working with emerging technologies in leading academic institutions and corporate environments.

#### **Information Architect**

GSI Commerce, Inc. King of Prussia, PA 2007 - Present

- Define the overall user experience using wireframes, prototypes, and user flows for mission critical website features in a network of high volume, nationally recognized, e-commerce websites including; Ralph Lauren, Toys R Us, Levi Strauss, and the four major sports leagues (NFL, MLB, NBA, NHL), which receive over 20 million visits per month.
- Research system and usability requirements for technologies such as enterprise search and faceted navigation, while collaborating with engineers, managers, and designers in response to emerging technologies, changing market conditions, and client needs.
- Create administrative catalog management and order management software workflows and user interfaces for over 3000 skilled and unskilled users, including client representatives at Radio Shack, ACE Hardware, and Palm with the goal of increasing user efficiency.
- Perform user research, gap analysis and competitive reviews for whole site redesign and incremental site enhancements, such as designing a consumer facing recurring order management feature for the platform.
- Design taxonomic structures, parametric filtering and metadata management procedures for large scale content management systems and data catalogs.
- Moderate and analyze user research initiatives including usability testing and card sorting exercises.
- Draft position papers on topics such as internationalization/localization, and accessibility.
- Perform discovery and represent the user experience and design department during sales and pre-sales meetings with prospective clients.

#### **Web Applications Developer and Designer**

Bryn Mawr College Bryn Mawr, PA 2004 –2007

- Performed information architecture duties such as conducting user research, creating wireframes, prototypes, personas, scenarios, and site specifications for libraries, academic departments and administrative offices of Bryn Mawr, Haverford, and Swarthmore colleges.
- Co-founded and managed a research and development office which produced collaborative projects including digital asset management, e-learning, and social software.
- Analyzed query logs and administered enterprise search to improve performance and user experience.
- Maintained the college website which averaged over 1.7 million page requests per month.
- Drafted web privacy and related policies to ensure compliance with legal and usability requirements.
- Led the design and development of an online giving website for a \$230+ million capital campaign.
- Prototyped and developed mobile web applications for public relation/fund raising and student campus visits.
- Managed the entire software development lifecycle for web projects and coordinated the efforts of external consultants.

#### **User Experience Engineer**

Independent Boston, MA and Philadelphia, PA 2002 –2004

- Designed interactive user interfaces and developed database driven web applications in fast paced start-up environments.
- Gathered requirements from stakeholders and created wireframes and functional prototypes.
- Performed evaluations of websites to ensure compliance with Section 508 of the Rehabilitation Act.
- Managed timelines and delivery for multiple concurrent web development projects.

## **User Experience Engineer**

Animation Technologies, Inc. Boston, MA 2000 –2002

- Produced interactive web applications using dynamic multimedia web technologies for clients such as EMC and Bowstreet Communications (IBM).
- Conducted heuristic evaluations of company software and websites focusing on usability and accessibility.
- Independently created and maintained an intranet site for remote offices and off-site employees.
- Led open source Unix development which resulted in an ongoing relationship with Sun Microsystems.

## **Web Developer and Project Lead**

University of Pennsylvania, School of Medicine Philadelphia, PA 1998 – 2000

- Managed a nationally recognized medical education website
- Digitized, cataloged, and archived online video lectures with synchronized slide presentations.
- Led a website redesign and hired staff to meet increased demand for web services.
- Collaborated with faculty and administrators in adapting medical curricula to include web-based materials including interactive e-learning applications, digital images, and virtual lab sections.

## **Education**

Drexel University, Philadelphia PA: Master of Science, Library and Information Science, 2007  
Concentration: Human Computer Interaction and Information Architecture

George Washington University, Washington, DC: Bachelor of Arts, 1996

## **Academic Honors**

Beta Phi Mu, library and information studies honor society, 2007

## **Presentations & Teaching**

- *Information Architecture for Educators and Students.*  
Mayor's Commission on Literacy Technology and Adult Education Conference, 2008
- *Distance Education: An Insider's Perspective*  
Mayor's Commission on Literacy Technology and Adult Education Conference, 2007
- *Don't Make Me Think, I'm Here to Learn*  
Philadelphia Area Educational Technology Conference, 2007
- *Introduction to Creating Content for the Web Seminar*  
Bryn Mawr College, Teaching and Learning Center, 2006
- *Bloggging in the Library*  
Haverford, Swarthmore, and Bryn Mawr Colleges Library Retreat, 2006
- *iSchools and the Digital Native*  
Tri-College Consortium Library Technology Conference, 2006
- *Introduction to Portable Technology*  
Bryn Mawr College, 2005
- *Alternatives to Dreamweaver for Web Design*  
Bryn Mawr College, 2004

## **Service**

Curriculum Advisory Committee  
Chester County PA School District, Center for Arts and Technology

## **Professional Affiliations**

American Library Association  
Information Architecture Institute

## **Website**

<http://www.mikezarro.com>