**DAVID AMBROSE**

[www.daveambrose.me](http://www.daveambrose.me) • dave@daveambrose.me • 203-650-4597

**UX Strategy & Thought Leader**

Product design and user interface, senior management consulting, product development and innovation.

*Leadership • UI/UX • User Interviews* *• Card Sorting • RUP/Agile/SCRUM/Spiral • Digital Strategy Process Improvement • Software Innovation • Cost / Benefit Analysis •Vendor Relations*

**EXPERIENCE**

**MARRIOTT INTERNATIONAL,** Hospitality, Stamford, CT

*Arguably the coolest hotels in the world, and I’m not only a contractor but also a raving fan*

**UX Lead & Information Architect** 2014-Present

* **Lead Digital User Experience Strategy** - Groundbreaking SPG Keyless project which allows guests to open their room door without stopping by the front desk.
	+ Implemented best-practices for creating and sharing wireframes across the organization
	+ Go-To for creative and developer teams to ensure thinking aligns with end user goals
	+ Responsible for experience of Guest and Internal Web App, Mobile Web and SPG App
* **Collaboration Platform for our 250,000 users** - Shaped how the new way of working together digitally would affect our users during a corporate restructuring.
	+ Guided stakeholders to adopt a user-first approach (influencing a major goal shift)
	+ Consulted to management on digital program strategy and goal setting
	+ Lead UX efforts to ensure the Jive platform was easy to use and adopt across the company
	+ Lead global user interview efforts and card sorting exercises to determine user thinking
* **Waterfall to Agile Champion** - Championed transition of the development framework from waterfall to agile SCRUM.
* **Trusted Mentorship** – Mentoring senior management through information architects on how to strategize, game plan, focus on their skills, build and manage relationship difficulties and a variety of other problems that crop up.

**BRIDGEWATER ASSOCIATES,** Hedge Fund, Westport, CT

*World’s largest hedge fund known for its incredibly high standards and unique corporate culture*

**Client Services Tools Team Lead** 2012-2014

* **Define goals and lead implementation teams** - Partnership with business stakeholders to ensure excellent technology solutions that would meet their goals. Shepherd the execution throughout the SDLC to ensure the implementation was tracking well.
* **UX/UI Prototyping for Client Services Reporting** – Creation of storyboards and all levels of prototype fidelity interfaces to prove out designs that would achieve user goals and to create a shared context across all stakeholders.
* **Waterfall to Agile Implementation** - Championed the transition from waterfall to agile methodologies within Client Services Technology

**ORANGE BOX SOLUTIONS**, Web Design and Marketing Company, Shelton, CT

*Private Company started in 2007*

**Owner** 2007-2012

* Analyzed, designed and implemented user interfaces for business clients in need of web solutions under self-managed company with strengths in understanding the client and end customer needs through iterative collaboration sessions and proven process improvements.
* Design and management firm for marketing strategy and implementation for 50+ clients. On-time delivery of 20+ projects as business analyst, requirements delivery and coordinator to multiple parallel technology teams located in the U.S., Canada, India, South Africa and Australia.
* Analyzed and created 14+ marketing sites for logical flow, created project and product specifications and coordinated with technology teams to build the software and design needs.
* Designed solutions (use cases, functional specifications and wireframes) for major e-commerce sites with existing infrastructure. Engaged business owners/marketing teams to analyze business requirements.
* Redesigned the user interface of the front end websites using wireframes and activity diagrams as well as review with focus groups to ensure measurable and track-able results.

**NASDAQ**, New York, NY

*World’s largest exchange company with trading, technology and public company service capability spanning 6 continents*

**Business Analyst** 2004-2007

* Collaborated with business users and technology teams and developed wireframes for every screen derived from use cases and process flow diagrams for the NASDAQ Portal Workstation <http://www.portalalliancemarket.com>. This application was prototyped in fourteen days and fully developed and launched in under four months.
* Business liaison between the technology and stakeholders for the NASDAQ Workstation RegRecon application facilitating requirements sessions, translating business requirements and providing functional specifications for the RegRecon application.

**Systems Analyst** 1999-2004

* Developed and designed several enterprise-wide business intelligence and process applications used to enhance visibility of the operation of the company as well as add accountability to the staff performing mission critical tasks.

**FAIRFIELD UNIVERSITY**, Fairfield, CT

**Adjunct Professor** 2001-2002

Requested to teach masters level Software Design Methods courses focusing on development, testing and maintenance best practices.

**EDUCATION**

BS, Computer Science, Fairfield University, Fairfield CT

MS, Software Engineering, Fairfield University, Fairfield CT

**INTERESTS**

Gastronomy, Travel, Trading Strategies, Financial Education, & PC Gaming

**TECHNOLOGIES**

Jive • Balsamiq • Optimal Workshop Suite • Rally • HPQC • MS Visual Studio • MS Visio • Wordpress

8.5 x 11 and Pencil • Adobe Creative Suite • CSS • Microsoft .NET Solutions
HTML • SQL Server • C# • Javascript • PHP • HTML5 • Bootstrap