

## Feridoon Malekzadeh

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### Profile

- 9+ years of experience in the design, specification and implementation of interactive products and services
- Strong as an individual contributor and experienced as a manager
- Goal-oriented individual with demonstrated leadership skills
- Organized, highly motivated, and detail-directed problem solver
- Experienced in designing and managing the delivery of global designs and specifications for local-market service implementations
- Ability to innovate and improvise with limited resources in new situations
- Proven ability to work with multi-disciplinary teams in all phases of projects to develop functional and brand-led user interfaces
- Confident communicator with strong people-skills
- Most recent work is in areas of cross-channel mobile and PC-based entertainment services (music and mobileTV)

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### Relevant Experience and Skills

#### Project Coordination

- Managing the design and implementation of key business products & services
- Managing the interface between the UE team and the product management and technical teams

#### Management/Supervision

- Providing creative direction and stimulus for problem solving
- Negotiating and agreeing work contents with agencies and other external resources where needed
- Negotiating the best balance of user and business needs within given project constraints to deliver on time and on budget

#### Key Skills

- Interface and interaction design/information architecture
- Business requirements gathering and functionality definition
- Project management, estimation and planning
- Cross-platform multimedia development
- Visual / graphic design
- User research and usability testing
- Rapid-prototyping
- Conversational in four languages: English, German, Spanish & Persian (Farsi)

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### Employment

#### Senior User Experience Manager

*Vodafone Holding Ltd.*, Düsseldorf (Germany)

- Managing the creation of service-specific, user interface design for key, global propositions (music and mobileTV)
- Describing the user interaction, wireframes, templates and visual design according to product functional specification and UE Guidelines
- Challenging functional design of applications in order to improve usability
- Coordinating the activities of internal and external resources to ensure quality of deliverables to time and budget
- Maintaining UE standards and consistency in collaboration with other UE managers across Vodafone.
- Line (and career) manager of three

**2004-Present**

<p><b>User Experience Manager</b>  <i>Sapient Corp.</i>, Munich (Germany)</p> <ul style="list-style-type: none"> <li>• Responsible for coordination of the UE track and the leading, coaching and training of creative teams (4-5 people) on a project basis. Active on an interdisciplinary level as consultant, screen designer and information architect.</li> <li>• Experience ranged from concept phases through production and implementation of projects and includes experience with user testing and workshop facilitation.</li> <li>• Career manager of two</li> </ul>	<p><b>01/2001-2004</b></p>
<p><b>Art Director</b>  <i>Kabel New Media</i>, Munich (Germany)</p> <ul style="list-style-type: none"> <li>• Worked closely with concept developers, screen designers and web developers on various projects to develop functional and attractive web applications.</li> <li>• Co-managed a team of 10 and directly responsible for the coaching, leading and training of a team of 4-5 screen designers.</li> </ul>	<p><b>1999-12/2000</b></p>
<p><b>Junior Art Director</b>  <i>Red Ant Media Group</i>, Munich (Germany)</p> <ul style="list-style-type: none"> <li>• Active on an interdisciplinary level as screen designer and HTML programmer.</li> </ul>	<p><b>1999</b></p>
<p><b>Web Designer / Multimedia Producer</b>  <i>conception Werbung &amp; Marketing</i>, Siegen (Germany)</p> <p>Developed, designed and coded web applications for customers.</p>	<p><b>1996-1998</b></p>

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<b>Community Involvement</b>	<p><b>Calvary Chapel Siegen e.V.</b>  <i>Volunteer Church Worker</i>, Siegen (Germany)</p> <ul style="list-style-type: none"> <li>• Assisted with the operation, management and organisation of youth coffee bar</li> <li>• Responsible as A/V Operator and sound technician for church events, concerts, etc.</li> <li>• Office and administrative duties</li> </ul>	<p><b>1993-1996</b></p>
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<b>Education</b>	<p>Multimedia Producer, SAE Technology College, Cologne (Germany)</p> <p>B.A., Humanities, University of California in Irvine</p>	<p><b>1998</b></p> <p><b>1992</b></p>
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<b>Hobbies and Interests</b>	<p>Digital photography, music, film and personal technology (gadgets)</p>
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<b>Citizenship</b>	<p>USA; born in California. Living and working abroad for 12+ years.</p>
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**Experience & Client Snapshot (excerpt)\***

- Industry experience: web-based applications, PC applications, mobile applications, iTV (including MCE)
- Global clients served: Vodafone Group Ltd., T-Online, Staples, Siemens, Expedia (de), MSN (de)

\* a comprehensive client list with detailed, project-specific responsibilities available upon request