

# Ben Dubrovsky

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## SUMMARY

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**Senior user experience designer** with 20+ years of UX design, technology, creative and management experience, building and enhancing desktop- and web-applications, web sites, intranets, and kiosks in the enterprise software, applications software, cloud computing, education, insurance, consumer, museum, and television arenas. Seeking senior level contributor role:

- Deep understanding of the UX design process
- Superior at assimilating constraints of different parts of complex environments and providing multiple design options
- Skilled in communicating and forging consensus among stakeholders representing user, engineering, business, marketing and visual design interests to create excellent holistic designs and products with top-tier user experiences
- Proven track record as a creative problem-solver

### UX design philosophy in a nutshell:

*No Headaches:* My basic tenet of good UX design for software tools. Users should be able to accomplish their goals easily.

*Forge Coherent Design:* The best UX design is possible when all stakeholders and teams share the same product goals and intents.

*Keep Promises:* User interfaces make promises. Do what the user expects, and the promise is kept.

## PROFESSIONAL EXPERIENCE

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### **Black Duck Software** (Principal user experience designer; Burlington, MA) 2011 to present

Responsible for UX needs across all products including UX architecture, high- and low-level design, and testing. As the only UX designer in the 200+ person company, am very creative in the triage of problems, educating and recruiting help from other staff, and zeroing in on the most efficient ways to get work done. Projects include:

- Green-field project intended to combine primary features of the company's leading 4 products. Work includes: designing and iterating on a user-domain model that supports overlapping, but inconsistent models from existing products, designing overall information architecture, design work flows, low- and high-fidelity mockups, tweaking CSS and HTML, and both informal and formal user tests. Responsible for forging agreement among the varied development and PM teams on UX decisions. Overseeing sub-contract with external firm to solve complex visual design problems.
- Performed ground-up information architecture and visual redesign of [www.ohloh.net](http://www.ohloh.net) (a free, online, open-source directory) in stages. Project involved breaking total redesign into appropriate phases, working with PM and engineering stakeholders to balance wishes against time, and participating in new feature design to augment the existing functions. Tasks include: UX architecture, high-level visual design, visual design hierarchy, dovetailing new features into existing UX architecture, low- and high-fidelity mockups, visualization design, finding appropriate design compromises, etc.

### **Red Hat** (Manager, user experience design; Westford, MA) 2009 to 2011

Hired to create a new UX Design team within Red Hat, to change the software design culture to include User Experience Design, and to bring design consistency across the product lines. UX designer, information architect, and interaction designer for projects including: LDAP-like directory server, cloud provisioning / multiplexing engine, virtualization product, subscription manager, on-premise system management and software distribution.

- Instituted a strategy to slowly bring divergent product designs into consistency in several dimensions: visual, language and terminology, workflow, and interaction patterns
- Established a common UX design process focused on progressive understanding of problem space while accommodating real constraints of limited staff, limited budget, and quick development timelines
- Forged a coherent narrative to explain Red Hat's subscription model among product management, engineering, support, production, and legal stakeholders. The narrative represents desired user model and becomes a common reference standard for all teams (e.g. sales, marketing, training, documentation) to use when designing communications
- Designed workflows for complex software tools with a focus on user comprehension by working with engineering and product managers to translate market and technical objectives into language and diagrams suitable for rapid iteration
- Elicited requirements for individual screens (pages) by challenging the site map with walkthroughs of use cases
- Created design skeletons (low-fidelity mockups), to represent both content on pages and relationships between content
- Collaborated with visual designers to create wireframes and comps that programmers could build from

**Iron Mountain Digital** (Manager, analysis and design; Southborough, MA) 2007 to 2009

Developed strategy to create common web-based user experience across data archiving product line

- Forged a vision, previously considered elusive, to practically unify UX across disparate products
- Gained support of numerous functional groups by identifying and explaining tangible benefits of vision to each
- Generated excitement and gathered new ideas by creating and showing functional web-based prototype
- Enabled realization of strategy by creating tactical plans to steer current development projects

Managed team of five UX designers and business analysts to improve company's digital archiving products

- Proactively engaged engineering and product management earlier in product lifecycle, increasing design flexibility
- Improved relationships with other teams, proving to team that change was possible
- Averted future crisis by devising simulation test to prove existence of UX problem in non-interactive product
- Raised awareness of UX issues in new intranet design by devising quick tests to pinpoint problems

**Harvard Business School** (Product Design Architect; Allston, MA) 2005 to 2007

Created product designs for Harvard Business School web sites

- Generated delightful and usable designs for web sites by synthesizing and negotiating diverse needs of user, marketing, IT, visual, and content communities
- Participated in development of redesign strategy of HBS major web sites
- Managed on-time redesign of web-based publication HBS Working Knowledge (<http://hbswk.hbs.edu>), named as a 2007 Webby honoree (<http://tinyurl.com/hbswebby>), by actively balancing and reprioritizing stakeholder needs
- Designed companion web sites to physical Baker Library exhibits
- Developed user requirements, proposals, and wireframes; devised and executed user tests

Managed six-person team of web design and production specialists for HBS web sites

- Quadrupled overall project throughput in nine months while boosting team morale
- Reengineered ad hoc web production process into a well-structured, measurable and operational system
- Ensured technical viability of UX designs by working closely with internal developers to review technical architecture
- Pre-empted miscommunications with external design firms, ensuring deliverables answered all stakeholders' needs
- Identified and removed deadline-threatening roadblocks to ensure on-time delivery
- Established single formal channel for stakeholders to request projects, ensuring no loss of requests
- Created online tools to manage and track the production process, enabling visibility for all stakeholders

**Savannah College of Art and Design** (Professor, interactive media and gaming; Savannah, GA) 2004 to 2005

Taught human-centered design (HCD), web design, C++ and computer art applications (Photoshop, Illustrator, Flash, Director, After Effects, etc.) to undergraduates and graduate students.

**Plymouth Rock Assurance Corp.** (Product and UX designer, technical architect, contract; Boston, MA) 2002 to 2004

Developed enterprise-wide corporate intranet covering eight separate companies

- Created business processes and tools for enabling distributed site management, minimizing update time
- The redesign met goal of a tenfold increase in hits per day, and is still in use as of 2009

Developed strategy to unify and enhance user experience for existing agent extranet

- Conducted formal usability analysis of extranet and delivered detailed 100+-page report
- Created redevelopment strategy and complete design documentation based on HCI principles
- Built complete functional mockup illustrating beneficial effect of user-centered design principles

**ReadyAbout Interactive** (Co-founder; Boston, MA)

1997 to 2002

Co-founded custom media design and development firm focused on user experience design

- Company hallmark was holistic design stemming from user-centered design principles
- Designed award-winning web sites, CD-ROMs, interactive kiosks and other interactive experiences for more than 50 clients including Volkswagen, Ford, Thomson Financial and Teacher's Universe
- Oversaw company staff of 20+ full-time and contract developers, visual designers, producers and UX staff
- Performed all aspects of production, including usability, interaction design, technical architecture, information design, project management, client management, etc.
- Designed a matrixed company structure based on theory of media development
- Company was profitable and grew to approximately \$1.6m in sales
- Recognized by employees and clients as an outstanding leader and mentor

**Caps Inc.** (Technical architect, contract; San Francisco, CA)

1996 to 1997

Headed a ground-up redesign of core technology for a VC-backed company's educational product

- Designed and developed configurable, updatable engine for orchestrating and managing student learning
- Created object-oriented architecture useful for expanding into multiple languages and platforms
- Successfully built consensus among executive, product development, art, education and technical staffs
- Developed strategy for and created marketable product from core technology
- Product was proven through partnerships with other developers
- The resulting technology slashed development time of second product from one year to three months

**Various** (Producer, UX designer, technical architect; Greater Boston, MA area)

1990 to 1996

- Founded, freelanced, and worked at production companies during the birth of the interactive industry
- Created award-winning, technically innovative productions for corporations, museums and other clients including Lollapalooza, Interval Research, Apple Computer, and T.A.S.C.
- Tapped as subject matter expert by Information Mapping Inc. for development of "Designing Information for the Web," a new course created for Sun Microsystems and Hewlett-Packard
- Taught some of the nation's first classes in multimedia design, production and authoring at Center for Creative Imaging in Camden, Maine
- As contributing editor for Digital Video Magazine, wrote monthly column on multimedia authoring
- Co-authored Prentice Hall college textbook, *Creating and Designing Multimedia with Director, Version 5.0*

**Bolt Beranek and Newman, Inc** (Staff Engineer; Cambridge, MA)

1986 to 1990

- Invented major selling-feature of large-scale data analysis software application, which drove sales for many years, by applying what have become known as UX and user-centered design (UCD) principles
- Migrated technology into real-time analysis and event monitoring as well as post-test analysis

**EDUCATION****Massachusetts Institute of Technology, Media Lab** (Cambridge, MA)

Special student, Visible Language Workshop, 1990-1991

**Harvard University, Graduate School of Arts and Sciences** (Cambridge, MA)

S.M. (Master of Science) in computer science, 1986

- Major independent project: design and implementation of a token passing ring network
- Research assistant – designed, prototyped and built memory interface hardware used by students in their project to build a computer out of discrete logic

**Tufts University, College of Engineering** (Medford, MA)

B.S.E. (Bachelor of Science in Engineering) magna cum laude, 1983

- Majors: human factors engineering and computer science
- Tau Beta Pi, National Engineering Honors Society