

Jim Dalglish

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Objective: Information Architect / User Experience Designer / Marketing Director

Profile

- Visionary business strategist who has created more than a dozen award-winning consumer software products, a multi-million dollar business consulting service offering and a profit-generating box office outlet.
 - Expert information architect with a proven approach to meeting client business goals and customer needs with thoroughly researched and tested software interfaces.
 - Effective and enthusiastic leader with a unique ability to motivate diverse teams – designers, programmers, content developers, directors, actors, artists, animators, accountants, writers, producers, administrators and volunteers – to meet organizational goals.
 - Innovative executive with extensive knowledge of all aspects of management for professional organizations – from business strategy and modeling, branding, programming, budgeting, market research and audience development to pricing, publicity and promotion
 - Exceptional business acumen with more than eight years experience as a marketing and business strategy consultant for Fortune 500 clients such as Merrill Lynch, Standard & Poor's, Amtrak, State Street Bank, Gerson Lehrman Group, The New York Times, McGraw-Hill, Houghton Mifflin, Lord Abbett, Sotheby's and Harcourt General.
 - Excellent project manager with extensive experience creating project budgets, staffing requirements, schedules, resource management plans and financial reporting tools.
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Selected Accomplishments

Business Strategist

- As creative director of Granitar, Inc., created the software consulting firm's information architecture strategy offering and used it to secure three multi-million dollar accounts: Standard & Poor's, Amtrak and eShaman.
- Facilitated the company-wide restructuring of Standardandpoors.com, a two-year project that required the cooperation of five independent divisions scattered across nine global regions. Lead all strategy sessions, supervised usability tests and created the 400+ multilingual interfaces to accommodate this dynamic site.

Information Architect

- As lead information architect for Granitar, Inc., designed the 200+ interfaces for Amtrak.com, a complete overhaul of Amtrak's online reservation system that resulted in a 50% increase in on-line orders within the first week of re-launch.
- Designed and completed the heuristic evaluation and usability testing of State Street Bank's online securities lending service. After recommendations were implemented, the resulting site scored a 75% improvement in user efficiency.
- Designed the 300+ interfaces for eShaman, a site designed for IT professionals that included a store and catalog (more than two thousand products,) a research library (thousands of dynamically updating volumes,) and an enterprise software management center (company-wide software registration and reliability testing.) Supervised the 19-member team, which created this site in less than four months.

Creative Director / Executive Producer

- As executive producer at Six Red Marbles, llc., conceptualized, designed and supervised the creation of some of the nation's most popular educational software products for Houghton Mifflin, Harcourt General, Pearson Publishing and Macmillan/McGraw-Hill.
- Executive producer for top-selling, nationally distributed educational computer games such as Curious George Learns Phonics, Spelling Spree, Rescue Geo 1, Intrigas y aventuras, Phonics Express, and Science Explorations.

Textbook Editor

- Conceptualized, produced and marketed some of the nation's most highly regarded and recognizable educational software products such as Curious George Learns Phonics™, Spelling Spree™, Rescue Geo 1™.
- As a senior editor, collaborated with authors, developers, designers, illustrators and marketing staff to create the country's leading reading textbook series.

Director of Marketing

- As head information architect for HNW, created Merrill Lynch's online marketing center as well as completed the business strategy analysis, competitor audit, focus group testing and business requirements for Lord Abbett's client-facing Internet site.

Professional Experience

Senior Information Architect
OHO Interactive, Cambridge, MA
4/09/2011 – Present

- Consults with a wide variety of clients to understand their business models and goals and help define strategy, content, features and functions for their online service.
- Analyzes audiences and their information and functional needs by conducting audience segmentation studies and leading customer interviews, focus groups and usability tests.
- Defines site architecture and navigation by creating wireframes, site maps, schematics, process maps, feature lists, mockups, visual specification, working prototypes and other artifacts that detail the intended user experience.

Information Architect

XL Marketing, New York, NY

(Contract Work)

3/08/2011 – 3/18/2011

- Conducted a competitor audit of the company's chief rivals in the lead-generation market.
- Created a prototype for this company's new online social media lead generation tool.
- Conducted all research and produced three iterations and the finished prototype within a very tight time-frame – less than 10 days.

Director of Information Architecture / Business Analysis

HNW, New York, NY

3/23/2007 – 10/15/2007

- Created this company's IA business strategy offering. Used the offering to secure two new multi-million dollar accounts.
- Leading project teams — including designers, art directors, producers, usability engineers, business analysts, Q.A. technicians, architects, and programmers — to produce two of this company's robust online offerings.

Information Architect / Senior Software Developer

Gerson Lerhman Group, New York

8/15/2006 – 3/23/2007

- Responsible for creating the Information Architecture (IA) for key software projects at this innovative, industry-leading financial services firm.
- Leading project teams — including designers, art directors, producers, usability engineers, business analysts, Q.A. technicians, architects, and programmers — to produce one of this company's robust online offerings.

Creative Director / Executive Producer

Granitar, Framingham, MA

4/30/2000 – 10/01/2003

- Created this software consulting firm's Information Architecture (IA) business strategy offering and used it to secure three multi-million dollar accounts.

- Designed the IA for Amtrak.com, a complete overhaul of Amtrak's online reservation system that resulted in a 50% increase in on-line orders within the first week of re-launch.
- Facilitated the company-wide restructuring of Standardandpoors.com, a two-year project involving five divisions scattered across nine global regions.

Executive Producer

Six Red Marbles, Cambridge, MA

4/30/1998 – 2/01/2000

- Conceptualized, designed and created some of the nation's most popular educational software products for Houghton Mifflin, Harcourt General, Pearson Publishing and Macmillan/McGraw-Hill.
- Produced nationally distributed computer games such as Intrigas y aventuras™, Phonics Express™, and Science Explorations™.
- Hired, trained and supervised the staff of freelance content experts, designers, animators, audio technicians and programmers and created the operating budgets for all SRM projects.

Executive Producer / Senior Project Manager / Senior Editor

Houghton Mifflin Company, Boston, MA

11/07/1988 – 4/30/1998

- Conceptualized, produced and marketed some of the nation's most highly regarded and recognizable educational software products such as Curious George Learns Phonics™, Spelling Spree™, Rescue Geo 1™.
- As a senior editor, collaborated with authors, developers, designers, illustrators and marketing staff to create the country's leading reading textbook series.

Related Experience

Managing Director

Wellfleet Harbor Actors Theater (WHAT), Wellfleet, MA

11/05/2007 – 1/31/2010

- Managed all business aspects for this professional arts organization, including its three performing spaces – a 213-seat main stage, a 90-seat studio, and 100-seat tent – two residences, an art gallery and rehearsal hall. This includes budgeting, bookkeeping systems, payroll and box office for this theater with a \$1.2 million annual budget.
- Initiated, negotiated and wrote contracts for all rentals – concerts, satellite broadcasts, film screenings, live theater, dance, art exhibitions, arts festivals, lectures, functions, etc.
- Oversaw and/or created all marketing materials for the theater – playbills, brochures, fliers, posters, postcards, banners, and website. Created and distributed all press relations materials. Sold advertisements and secured

sponsorships. Created and conducted the theater's audience research initiatives.

- Supervised and managed the theater's 9-person year-round staff, 14 seasonal interns, 15+ acting company and 90+ volunteers.
- Reported directly to the theater's Board of Directors.

Director of Marketing

Wellfleet Harbor Actors Theater (WHAT), Wellfleet, MA

3/01/2005 – 8/12/2006

- Responsible for conceptualizing, planning, budgeting, and overseeing the completion of all the theater's marketing strategy initiatives and their associated collateral.
- Created all public relations for the theater and facilitated coverage by major national media outlets such as The New York Times, The Boston Globe, NPR and PBS.
- Successfully completed a re-branding effort that freshened and unified the theater's promotional assets – posters, post-cards, stationery, ads, signage, newsletters, annual appeals, programs, brochures, tickets, etc.
- Conducted market research to identify customer attitudes/behaviors, market strengths/weaknesses and potential revenue-generating opportunities.
- Collaborated with the Artistic Director to expand the theater's sponsorship program, producing a five-fold increase in income.
- Supervised the migration of the box office systems from an aging client/server system to an integrated system.

Marketing Director / Box Office Manager

The Provincetown Theater, Provincetown, MA

10/30/2003 – 2/01/2005

- Collaborated with the theater's executive director to oversee the planning, construction and successful opening of The Provincetown Theater – a \$3.4 million facility that currently houses the New Provincetown Players.
- Created the business model, secured the start-up capital and launched PtownTix – a box office service used by more than 20 arts organizations and venues on Cape Cod. Under my supervision, the service generated more than \$200,000.00 in its first year of operation.

Education

Brown University

M.A., Creative Writing

Thesis Advisor: Paula Vogel

University of North Dakota

B.A., English

Additional Studies: Journalism;
Theater Arts