

joel serino

creative visionary / strategist

thing4yourself@gmail.com



Summary

It is a unique blend of experience, creativity, & intellectual dexterity that has created a free thinker who understands the fundamentals of business, design, development, & user experience; but experience with and interested in much more. I maintain a strong balance between knowing & learning...and the everlasting, intertwined loop of the two. I value the fun & flow of life & the constant experience (er, surprises) it brings.

3 things I like:

~openness

~[free] food

~hats (i wear many)

Specialties

keeping things real, startups/micro, creativity, strategy, informed design, solution design, innovative thinking, ideation, social design, ux & xd design, graphic & digital design, open source strategies, interaction design, identity crisis, researching, analyzing, instigating, inspiring, motivating, helping others to understand, remote / tele-work, system & information architectures, wood working, office space rearrangement, and mad skills in the kitchen...

Experience

web artist / architect / xd strategist at Asurion

July 2008 - Present (3 months)

not so long ago a small group of misfits joined for a common goal..to find a faster, simpler way to develop quality enterprise software. to prove it, we're off building a number of new web applications and plan to deliver a roadmap for 'reduction by simplification'.

amazon, ruby on rails, symfony, redmine, scrum, adobe creative, linux, and a family of macs will be coming along to help. check back soon....

chef / xd strategist at Asurion

December 2007 - Present (10 months)

An internal startup group focused on technology implementation, eXperience & interaction design, white label strategies, B2B 2.0, advanced web delivery (VPS, EC2/ES3), user api platform (ajax/jaxer/php), widget construction & delivery platform, business agility through end user computing, rapid application development (rad) program development, web design & content

management, & product development/strategy.

Some things we design, prototype, & architect with:

anything adobe (blaze, flex, air, as3, & creative), extjs, mootools, jquery, jaxer, php frameworks (zend, cake, agave, code ignitor), aptana, css3, ubuntu, redhat, apt-get, openvz, xenserver, esx, amazon ec2 & s3, mediawiki, dekiwiki, twiki, pbwiki, wetpaint, sharepoint, radiant, frog, drupal, joomla, wordpress (mu), livejournal, editgrid, frevvo, wufoo, google apps, google appliances, android, lamp, wamp, xamp, mamp, more lamp, macs, mobile devices, and IE6 (our favorite!)..

Anything open source or just plain useful.

sr. analyst / interaction designer / architect at Asurion

August 2005 - Present (3 years 2 months)

product planning & design, www.phoneclaim.com:

I have worn many hats, sorta like a mad hatter; from growth & optimization road-mapping, to UI design, to product strategy, to development management, to product architecture, to product definition; & community building & the concept of community-driven product mgmt (open source culture) for the web channel. resident web evangelist and sr. adux designer

business analysis & architecture, Asurion IT...

sr. business analys involved in application definition & user experience design [ADUX] for the Web channel [and IVR before that]. i have typically helped support & contribute to the definition of standards & processes for technology SDLC, through the many cycles of change. i was also a practitioner of MSFv4Agile & iRise application simulation methodologies.

5 recommendations available upon request

founder / creator at intens philanthropy

August 2005 - November 2006 (1 year 4 months)

During the Katrina aftermath i activated a housing connection network. We collected information from people who were willing to give up their homes, living spaces, boats, RVs, community centers, and more to the many displaced folks of hurricane Katrina. We collaborated with others like us to create tools that helped displaced people from the storm find places to live, near jobs and schools for their families, and safety from being left or forgotten. We worked hard and had fun. If we worked together, contact me.

information architecture: (design/develop custom workflow app, ui/human interface design, create data warehouse & syndication, created volunteer mgmt tool, content mgmt,)

the fun stuff: (pr, pr, pr, crisis mgmt, donor mgmt, volunteer team deployment & ambassadorship, fund raising, working with and helping amazing people i will never forget)

business analyst at comcast corporation

January 2002 - June 2005 (3 years 6 months)

as an active member of the comcast CRM continuous improvement initiative [pmt] - responsible for the design & direction of comcast's enterprise CRM initiative (comtrac) - i helped generate ideas, gathered & wrote requirements, dabbled in human interaction design, and helped coordinate and promote community-driven feature building.

more close to home, i performed constant processes analysis for the purpose of re-engineering and improvement of business operations, and either led or assisted in the discovery of new technology which supported the efforts.

i passionately supported the improvement of business & human performance by conceptualizing, building, and providing leadership the tools and metrics to make proactive changes (BI [cube] modeling & analysis). I did quite a bit of designing & developing or consulting on web-based software applications, from content mgmt to business process automation to business intelligence and just about everything in between.

2 recommendations available upon request

creator at intens

November 2001 - January 2003 (1 year 3 months)

open-source R&D startup with proprietary service model for the non-profit sector; devoted to defining online technology delivery and services, including secure online donation processing, online community building, knowledge management solutions, image management services, and others; in-depth research & analysis that resulted in a suite of tools and services specifically tailored to the needs and expectations of the non-profit sector; consulted on and co-developed the open-source technology framework for software/service delivery, [web] ui architect

co-founder / creator at point blank design group

August 1999 - November 2002 (3 years 4 months)

develop and manage strategic goals, define business, marketing, and action plans, co-founded eBusiness group, managed strategic alliances, founded development multi-sourcing model and organized cross-aligned distributed development teams (portal technology, enterprise content management, and conceptual web-based applications), open source platform development, developed user interface and marketing design concepts (digital art) for a broad range of client industries

designer / developer at webs the limit

January 2001 - August 2001 (8 months)

market research to target broader local market share and develop national objectives and visibility, develop, engineer, and manage national sales accounts, developed working models/demos both online and offline use for current and potential clients, web application development (PHP, ColdFusion, ASP, JSP), user interface design (Flash, DHTML), and marketing design concepts (digital art) for a broad range of clients, web service delivery (farm, config, staging, etc)

designer / sales consultant at pan ventures

January 2000 - August 2000 (8 months)

Design consulting startup-Mediated incoming accounts with sales manager to create a smooth and managed work environment.

Created opportunity by exposure:

- Interactive development, brand identity, marketing program creation
- Developed/managed alliances
- Co-developed strategic business goals and objectives
- Provided design services (brand / identity)

Education

International Academy of Design

Digital Art, Web Design Theorem, 1999 - 2001

Honors and Awards

misc. design awards:

_web smarty featured award, 2004

_bob staake cool site, 2003

_golden web award, 2002-2003

_golden web award, 2003-2004

_cyberiapc, 2002

_cyberiapc, 2003

_designfirms web award, 2005

_united states web award, 2004

_canadian web award, 2004

Interests

family & friends, being a responsible human, finding the flow, MUSIC, learning & the quest for knowledge, books & reading, independent media, backpacking/camping/hiking, nature, wildlife, & the environment, spiral dynamics, philosophy, social networking, organic [local] food, photography, math, technology & gadgets, visual design, integral thinking, grassroots anything, being a traveler and an explorer, working from home

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7 people have recommended joel

"“I worked with Joel on my very first assignment at Asurion – IVR. It’s been 2 years now I have been closely working with him. He carries lot of experience in IVR and Web based applications in terms of technical knowledge, design and business knowledge. Joel has the ability to think out of the box and come up with sophisticated solutions for complex applications. He is a very good team member and always ready to take ownership and responsibility. On personal front, Joel is very supportive and always ready to help”"

— **Amit Dighe**, *sr. analyst / adux designer / evangelist, asurion*, worked directly with joel at asurion

"Joel is a creative thinker who is at once able to formulate an idea outside of the bounds of implementation feasibility, then translate that idea into an actionable solution to solve a real world problem. A rare talent, Joel combines the right-brained creative skills of a design artist with the intent of a technologist. I hope he and I find a way to work together again soon in either a corporate or entrepreneurial setting."

— **Brandon Rhymes**, *sr. analyst / adux designer / evangelist, asurion*, worked with joel at asurion

"My working with Joel is in relation to his role is creating the web self-service channel for Asurion called phoneclaim.com - also called PCC (which I will use) and eCare within Asurion. First, it's important to note that Joel was one of the chief architects in the creation of PCC. Before Joel there was no PCC. Secondly, it's also important to note that Joel was the primary person who stood between the business and IT. As someone on the business side, I can say without hesitation that don't even know most of the IT people that worked on PCC - because I didn't have to know that - I just knew Joel. He does everything I expected him to do well; but the extra things were what distinguished Joel. I didn't expect him to be a great partner with the primary business architect by learning our business and how PCC fit our needs - but he was. I didn't expect him to work closely with the Client Services organization that interacted directly with the wireless carriers (Asurion's clients) to serve their subscribers (Asurion's customers) - but he did. So for doing all that he was supposed to do so well - and then doing some of the very valuable extra's - I have no reservation in endorsing Joel Serino as a great analyst, designer, and valued colleague."

— **Michael Young**, *sr. analyst / adux designer, asurion*, managed joel indirectly at asurion

"Joel is a nice guy to work with, he knows exactly what need to be done in his work area, he works in proactive manner, to get done all the work on time. He takes some extra work always in order to make others feel comfortable and can complete their work on time."

— **Ashutosh Kanodia**, *sr. analyst / adux designer, asurion*, worked directly with joel at asurion

"Joel has the "Go Get'em" attitude that important in todays business. He is the type of person who will address issues by coming up with workable solutions. His hard charging attitude is tempered by his knowledge of business and technical processes. He is a great guy to work with."

— **Darren Pruitt**, *[adux] expert & analyst, asurion*, worked with joel at asurion

"Joel is a natural leader. He is skilled at guiding projects and teams to a common goal, while ensuring it is inline with the business needs. He has an exceptional ability to motivate people professionally and personally. He is always willing to help where he can."

— **James Fox**, *Business Analyst, Projects & Performance, Comcast Corporation*, worked with joel at Comcast Corporation

"Joel is a very talented individual who has the rare combination of both strong business knowledge and common sense needed to see how complex business processes actually work out in real life."

— **Dan King**, *Business Analyst, Comcast Corporation*, worked with joel at Comcast Corporation

Contact joel on
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