

# Ari Buchwald



## **{Who I am}**

I like to spend my time assessing and articulating needs between clients, end users and organizational resources. My experience spans from strategic planning and ideation through to research, design and production. Oh, and I have over twenty years of experience in a diverse set of verticals.

## **{What I do best}**

Observe. Collect data. Document plans, processes and roadmaps. Assess and iterate.

## **{My Paradigm}**

***Marketing is education towards a sale.***

***User experience is the vehicle that delivers positive results.***

## **{Where I'm going}**

I'm pursuing a position that leverages my background and uses it to create a dedicated UI/UX role. Basically, my goal is to transition it from being an adjacency into my core focus.

## **{Recent history}**

### ***Freelance Projects, Various Clients 2009 – Present***

Worked with a startup to create UI medium fidelity wireframes. These are being used for application development and also materials for securing additional seed funding.

Collaborated with a professional services company to integrate decision funnels based on roles within their prospect's organizations. Analytic results were used to make the decision to separate product offerings into two websites based on the role and managerial level of decision makers.

Created UI standards for updating legacy applications in a company that provides software and hardware for warehouse sortation processes. I used primary research conducted with employees and client resources to identify issues. I also used research based on monitoring application usage to create developer guidelines and templates. The results reduced user navigation time, improved monitoring capabilities and streamlined the overall user interface. In addition, the final work product created standards for functionality, training materials and installations.

One engagement revolved around creating customer journeys for an environmental engineering and consulting firm. I interviewed internal consultants and clients to develop personas and role specific speaking points. Personas were used to define pain points, cater communications, and design a more effective communication experience.

***{TL;DR} I manage the workload top to bottom, and help make change happen.***

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## **{Previous experience}**

### ***Edgecliff Press, Publisher 2006 – 2014***

Worked with authors, artists, and nonprofit organizations to publish over thirty titles under the Edgecliff Press and Edgecliff Kids imprints.

We also provided coaching and consulting services on publishing and marketing.

### ***Alliance Data, Account Manager & Manager, Product Marketing/Development, 2003 – 2005***

Guided a cross-functional team representing six diverse departments and several client representatives through a full process and technology review. I led the team through a complete assessment of the daily workflow processes and interfaces. I conducted ideation sessions, development of scoring rubrics, and application final selection. My leadership role culminated in creating the required documentation for CapEx and SEC compliance.

Designed media and marketing plans to raise awareness within the industry of Alliance's product and services. Directed agency creation of marketing materials and trade journal advertisements.

### ***Fair, Isaac and Co., Consultant, Customer Strategy Integration 2000 to 2003***

Created a Database Development Workbook, the first product designed from proprietary methodologies for licensing to CRM vendors and consulting companies. Managed the evaluation of alliances and licensing of proprietary methodologies to non-U.S. partners.

Worked cross-functionally to develop the consulting group's positioning, messaging and marketing to integrate methodologies into existing Fico clients and sales pipelines.

## **{Education}**

B.F.A., Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati

## **{Fun stuff}**

### **Personality Type: ENFJ**

**Social media** - Co-administrator of The Webchef page on Facebook. We accumulated almost 45,000 followers, with 20,000 reach and 2,000+ post engagements per week in the first year.

**Team engagement** - Developed a white paper competition to involve operations employees in documenting intellectual capital. This competition grew to include over 60% of the 70+ person department, involved judges from across the organization and generated one dozen white papers in two rounds of competition.

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