

Alexander Benenson

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Work History

InFocus Corporation, Wilsonville, Oregon

Senior Usability Engineer (2005 – 2009)

- Sole/lead interaction designer responsible for all products, including projectors, software and peripherals.
- Led customer experience cross-functional team responsible for evolving, standardizing, and documenting product user interfaces.
- Interaction design/user interface design for on-screen display and embedded web server for projector models introduced in 2008 and later.
- Interaction design/user interface design for projector accessory products (hardware and software) including LiteBoard pointing device, LiteShow II wireless projection, and InFocus DisplayLink USB projection.
- Designed out-of-box experience for projectors, including new quick start poster included with projectors.
- Wrote and maintained product user interface specification documents for all product lines.
- Organized and conducted usability testing for prototypes, products, and out-of-box experience.

Self Employed, Salem, Oregon

UI Designer, Software Developer, Small Business Owner (2002 – Present)

- User interface design for on-screen display system, web server, and client software (scanning utility, printer driver) for multifunction color printer/scanner (proprietary client via Andrews Cooper Technologies, Corvallis).
- Developer of freeware theft recovery software LocatePC: www.locatepc.com.
- Developer of shareware auto-shutdown software Sleepy: www.sleepysoftware.com.
- User interface design, heuristic audits and reviews, information design, literature research, use case development for clients including Intel Corp. (via Wizard Technical Staffing, Hillsboro), InFocus Corp., Michalak Design, Fiori Design, and other clients.

Intel Corporation, Hillsboro, Oregon and Munich, Germany

Senior Interaction Designer (1999 - 2001)

- Interaction design for PC-connected consumer electronics products including wireless Internet appliances, MP3 players, digital cameras and displays, and PC connected toys.
- Wrote and maintained comprehensive interaction/user interface specification documents.
- Organized and summarized usability tests; tracked and updated defect databases.

Senior Identity Engineer (1997 – 1998)

- Delivered corporate-wide consistent visual guidelines for software user interface and industrial design for hardware products, in concert with corporate identity group, outside design agencies, and product divisions.
- Evangelized guidelines across divisions and implemented review/approval process to ensure consistent appearance across multiple product lines.

Senior Software Engineer (1993 – 1996)

- User interface design and programming for videoconferencing, product registration, and network performance monitoring products.

Senior Technical Marketing Engineer, Munich Germany (1991 – 1993)

- Trained sales force and distributors.
- Managed technical communication between European OEMs/developers and USA factory.
- Wrote articles for industry press, presented marketing overviews at trade shows and conferences.
- Defined marketing themes, messages, presentations and demonstrations for trade show exhibits.

Work History Continued

Massachusetts Institute of Technology, Media Laboratory, Cambridge, Massachusetts

Research Assistant (1988 – 1990)

- Digital video compression research.
- User interface design and programming for prototype multimedia development environments.
- Video codec microcode programming.

David Sarnoff Research Center / RCA Laboratories, Princeton, New Jersey

Associate Member, Technical Staff (1984 – 1988)

- User interface design and programming of pilot applications and demos for prototype digital video technologies.
- Trained developers and created training materials.

Education

Massachusetts Institute of Technology, Cambridge, Massachusetts

Master of Science, Media Arts and Sciences, School of Architecture and Planning (1990)

- Media Laboratory, Movies of the Future group. Curriculum: image processing, digital video, video compression, computer graphics, interactive video, human interface, multimedia, HDTV encoding and transmission.
- Thesis topic: Design and programming of VideoLogo, a multimedia application development environment based on the Logo programming language, running on custom hardware provided by Intel.

University of Rochester, Rochester, New York

Bachelor of Arts, Cognitive Science (1984)

- Curriculum: computer science, cognitive psychology, logic, Lisp programming, artificial intelligence.

Skills

User Interface Design, Interaction Design, User Experience Design, Information Design, Technical Writing, Web Design, Project Management, Visual Basic, Visual C++, HTML, PHP, CSS, Visio, Flash, Microsoft Office Suite, Adobe Creative Suite.

Portfolio

Samples of publicly available work may be viewed at www.sashazur.com. Additional samples are available upon request.