

REX CASTEEL

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As an independent information architect since 1999, I've had the good fortune to work with clients that include Disney, Kaiser-Permanente, McKesson, Nissan, Oracle, Qualcomm, Sapient, Sony, Sun, Veritas, Wal-Mart and Yahoo.

I spent 1998 and 1999 at Razorfish (in Los Angeles) as a Senior Information Architect.

Projects included work on the final incarnation of GO.com for Disney and I had the great pleasure to lead a large IA team on the Veritas engagement.

I also gained valuable experience in the early wireless space and steeped myself in the forward-thinking, innovative and adventurous culture of the time.

Prior to Razorfish, I began my "formal" Internet career at Guidance (also in Los Angeles) as an HTML and Cold Fusion developer. I then evolved into a rich media specialist - creating wireless and iTV prototypes and growing my Director, Flash and After Effects skills.

Somewhat reluctantly, I eventually agreed to take on the Developers' team leader role, growing the group from 8 to 16 in 3 months and using this as a launch pad to found Guidance's user experience practice. This leadership role turned out to be one of the most rewarding and successful experiences imaginable to me.

I was employee number 22 at Guidance. By the time I left, to join Razorfish, we had grown the organization to over 300 employees.

VOLUNTEER MATCH

Requirements document, personas (created by consensus in stakeholder workshops), wireframes and multiple rounds of usability testing.

Complete homepage redesign, redesign of "search, learn and connect" pageflow and introduction of select Web 2.0 features.

Conducted in partnership with Common Knowledge (a strategy group for nonprofit organizations).

Clients: CITRIX, PLANETOUT | Agency: Sequence (SF)

Strategy, information architecture, interaction design and prototyping to integrate Citrix's server, application and desktop solutions into a single product (now called XenApp). Rapid prototype achieved using Axure software.

Strategy and concept models to unify PlanetOut print and online properties into a single community/content destination portal.

Client: SIMS' STORIES (Yahoo!) | Agency: Hello (LA)

Translation of Yahoo's business requirements document into a sitemap and wireframes defining an extensible environment that is both a sales channel for EA (SIMS' creator) and an active and fun online community. A prototype for Yahoo! Games' network expansion.

Client: MCKESSON | Agency: Fry (Detroit)

Information architecture and interaction design concepts to enable a relaunch of McKesson's Supply Management Online (SMO) site into a Vignette and J2EE-based B2B portal environment that encompasses 7 roles across 3 primary business segments. Framework designed to accommodate an 8-phase implementation roadmap over a 3 year time period.

Technology partners: Accenture and Vignette.

Clients: DANGER, WAL-MART | Agency: MetaDesign (SF)

Information architecture and interaction design concepts and functional specification for Wal-Mart's Garth Brooks specialty site and for Danger.com's corporate site (a multiple device-compliant design that succeeds on Danger's "Blackberry-like" Sidekick portable device as well as in conventional browser environments).

Client: SONY | Agency: DuPuis (LA)

Rapid prototyping and user testing on Sony's PSP (handheld portable gaming device) to produce a set of heuristics and an information architecture and interaction design for Sony's PSP portal.

Client: QUALCOMM | Agency: Kadium (SF)

Requirements definition, information architecture and interaction design for Qualcomm's Flash-based "in-the-field" sales tool.

More info at <http://www.rexcasteel.com>