

# Ben Dubrovsky

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Senior User Experience Designer with 20+ years of design, strategic, management, technology and creative experience. Skilled in communicating, translating and forging consensus among stakeholders representing user, business, technical, marketing and visual design interests to create excellent holistic designs and products with top-tier user experiences. Respected team leader with a proven track record as a creative problem-solver able to turn dead ends into new avenues.

## SKILLS

### User Experience Design

- **Strategy:** Developed strategies to unify multiple product user experiences for both Iron Mountain Digital (2008) and Plymouth Rock Assurance (2003). Work involved understanding business goals and technical constraints of products, defining goal state, creating mock-up interactions and planning for action. In both cases, the strategies enabled movement toward a common user experience concurrent with ongoing development as opposed to starting over.
- **Internet:** Led effort to redesign the user experience for *Working Knowledge* (<http://hbswk.hbs.edu>) at Harvard Business School (2006), balancing needs of technical, information and visual designers. Redesign was flexible enough to allow for easy expansion and testing of new features. Site won official honoree status at 2007 Webby awards (<http://tinyurl.com/hbswebby>).
- **Intranet:** Created enterprise-wide corporate intranet for Plymouth Rock Assurance (2004) covering eight separate companies. Performed business analysis and designed tools and workflows to enable easy, distributed updating by targeted individuals, obviating the need to hire an intranet editor.
- **Kiosk:** Designed numerous museum and CD-based interactive and collaborative media experiences for clients such as Volkswagen (2000), Ford (1999), Teacher's Universe (2001), California Science Center (1997), Lollapalooza Music Festival (1994), Apple Computer (1994), Motorola (1992) and T.A.S.C. (1996). Experiences won news coverage and awards from the New York Times, New York Film Festivals, Cindy Awards and MIMC.
- **Application:** Analyzed the manual process of converting arbitrarily formatted raw time-series data into standard format acceptable to data analysis package, and invented a workflow allowing analysts to describe data formats by answering a series of questions. This workflow allowed the development of the Flexible File Server for Bolt, Beranek and Newman (1988), which allowed analysts to describe a data format using a series of command-line menus, allowing their data to be online in minutes rather than weeks. This technology became the primary selling point of the analysis software.

### Leadership / Management

- **Founder:** Co-founded ReadyAbout Interactive (1997-2002), a custom media design and development firm using cash from existing clients as funding. Company hallmark was holistic design stemming from user-centered design principles and grew to approximately 50 clients and \$1.6 million in annual sales. Company thrived until the end of the Internet bubble in 2002. Recognized by employees and clients as an outstanding leader and mentor. Winner of Boston Digital Industry's 2001 "Best Of" award for "Web Development on a Budget" and "Best Company Perk" for "Free lunch when there's too much rain or snow to go outside." Was also one of the seven founders of Interactive Factory (1992).
- **Manager:** Managed six-person team at Harvard Business School (2006-07) and five-person team at Iron Mountain Digital (2007-09). Challenges included reinvigorating teams and redefining production processes. Removed roadblocks to deadline-threatening problems to ensure on-time delivery of projects.
- **Producer:** Designed interactive experiences to solve particular needs for three production companies and as an independent (1990-96). Primary role was as catalyst for communications between technical, visual design, and content stakeholders, forging consensus by understanding and focusing on needs. Created budgets and formulated implementation strategies to minimize production time. Excelled at finding simple, creative solutions to technical design problems, lowering production costs without sacrificing user experience.

## Technical Skills

- **Architect:** Headed a ground-up redesign of core technology for VC-backed company's educational software, a reusable, configurable, updatable engine for orchestrating and managing student learning, at Caps, Inc. (1996-97). Designed object-oriented architecture useful for expanding into multiple languages and platforms but coded in Macromedia Director's Lingo. Created API to allow third-party developers to partner. Resulting platform slashed development of second product from one year to three months.
- **System Integrator:** Designed and built several museum kiosks that required significant integration. Video Periscope for California Science Center (1997) connected two PictureTel video conferencing units over ISDN. Each was outfitted with a PC, video matrix switcher and picture-in-picture generator to create an immersive experience in which people at different museums could casually communicate and interact with games. Integrated "Design Your Own Car" produced earlier for Spirit of Ford Museum (1999) with picture booth technology from FotoZap (2000) to allow visitors to photograph themselves and email the picture merged with their designed car.
- **Programmer:** Designed and programmed at software companies including IBM (1983-84) and Bolt, Beranek & Newman (1986-90) using C, Fortran and assembler, among other languages, in areas such as embedded systems, time series data analysis, and distributed and real-time computing.

## Thought Leadership / Teaching

- **Professor:** Taught human-centered design, web design, C++ and computer art applications to undergraduate and graduate students at Savannah College of Art and Design (2004-05).
- **Writer:** Co-authored *Creating and Designing Multimedia with Director* (1997), a Prentice Hall college text. Contributing editor for Digital Video magazine (1996-97), writing a monthly column on multimedia authoring.
- **Subject Matter Expert:** Tapped by Information Mapping Inc. (1994) as SME for development of "Designing Information for the Web," a new course created for Sun Microsystems and HP.
- **Presenter:** Most recent presentation was "The User Interaction Cycle" at the Usability Professionals Association mini-conference in 2008. Also presented "User Interaction Cycle" at Boston Knowledge Management Forum in 2006.
- **Adult Education:** Taught some of the nation's first classes in multimedia design, production and authoring at the Center for Creative Imaging (1991-94) in Camden, Maine.

## PROFESSIONAL EXPERIENCE

<b>Iron Mountain Digital</b> – Manager, Analysis and Design	November 2007 – February 2009
<b>Harvard Business School</b> – Product Design Architect	December 2005 – August 2007
<b>Savannah College of Art and Design</b> – Professor of Interactive Media	September 2004 – May 2005
<b>Plymouth Rock Assurance Corp.</b> – Consultant	August 2002 – June 2004
<b>ReadyAbout Interactive</b> – Co-founder, CTO	September 1997 – August 2002
<b>Apt Productions</b> – Technical Director	July 1996 – September 1997
<b>Various</b> – Producer, Usability Designer, Technical Designer	April 1990 – June 1996
<b>Bolt, Beranek and Newman Inc.</b> – Staff Engineer, Consultant	October 1986 – April 1990

## EDUCATION

### Massachusetts Institute of Technology, Media Lab

- **Special student** at Visible Language Workshop, 1990-1991

### Harvard University, Graduate School of Arts and Sciences

- **Master of Science in** computer science, January 1986
- **Major independent project:** Design and implementation of a token passing ring network

### Tufts University, College of Engineering

- **Bachelor of Science in Engineering** magna cum laude, 1983
- **Majors:** human factors engineering, computer science
- **Honors:** Tau Beta Pi, National Engineering Honors Society