

Mark Kamensek

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Summary of Qualifications

Mr. Kamensek is a Principal Human Factors Engineer at Covidien, Inc. with experience in development, design and strategic planning for web based technologies. He has led web presence redesign efforts ranging from intranet design to SaaS Applications and portals. Known for being able to communicate to both business and technical stakeholders, he has earned a reputation as a “Fixer” – someone able to find solutions to even the most challenging needs.

Core Competencies

User Experience (UX)	Search Optimization	Social Media / Web 2.0
Information Architecture	Section 508 Accessibility	Building Client Trust
Usability Testing & Design	New Media Presence	Stakeholder Management
Content Management	Brand Management	RFP/Proposal Response

Professional Experience

COVIDIEN, INC.

April 2014-Present

Principal Human Factors Engineer

- Lead resource for Human Factors activities on multiple projects across multiple business units including:
 - Usability Testing of both software and physical products
 - Customer Preference Evaluation
 - Software Storyboarding
 - Rapid Prototyping
 - Mobile App Design
- Responsible for managing staff activities and resourcing on various projects
- Involved in broadening cross-functional collaboration with multiple technical disciplines on early development and concept projects

ZEPHYR TECHNOLOGY CORP.

August 2012-April 2014

User Experience (UX) & Web Marketing

- Develop all marketing collateral including print, packaging, digital marketing & promo items
- Responsible for social media presence and communications
- Responsible for all front-end UX for Mobile apps on both Android & iOS devices
- Responsible for all application and portal GUI and usability efforts for new products
- Responsible for managing all online advertising and online analytics and developing content strategies based on metric analysis.
- Company acquired by Covidien in April 2014

CCSI, INC.**July 2009-August 2012***Senior UX & Information Architecture Specialist*

- Final engagement with the U.S. Department of Veterans Affairs (VA), My HealthVet
- Subject Matter Expert and Program Director Proxy for Usability Design & Testing, Web 2.0/Social Media, Content Management, Section 508 Compliance and Analytics
- Involved in Secretarial Level projects related to web-enabling access to Electronic Health Records and Personal Health Information
- Directed a team of 2 developers and 1 designer in corporate web and intranet redesign

AQUILENT, INC.**Nov 2005 - July 2009***Senior Creative Consultant*

- Led design and content management initiatives for both corporate as well as client projects
- Led usability testing efforts and heuristic analysis efforts with multiple federal clients
- Integral team member for Business Development and proposal writing activities related to design and information architecture
- Engagements included assignments with:
 - **U.S. Dept. of Veterans Affairs (VA), My HealthVet Portal Program**
 - **U.S. Dept. of Veterans Affairs (VA), OneVA Content Strategy Framework Project**
 - **U.S. General Services Administration (GSA), USA.gov Refresh Implementation**
 - **U.S. Commodity Futures Trading Commission (CFTC), Web Presence Initiative**
 - **Radio Free Asia, Web Presence Redesign Initiative**

FIRST CONSULTING GROUP**Oct 2004 - Nov 2005***Senior Consultant*

- Designed and Developed the Communications and Training Portal (CTP) and Virtual Tour for the U.S. Department of Veterans Affairs (VA), My HealthVet Program
- Designed and Developed the MHV Virtual Tour
- Technical Subject Matter Expert for User Centered Design, Account Delegation, Data Graphing Development, and Search Engine Optimization
- Provide Information Architecture/User Experience Analysis on sub-projects

Education

Indiana University School of Business, Bloomington, IN*Bachelor of Science – Business (Marketing, Distribution & Operations Management)***Professional Memberships**

Member - User Experience Professionals Association, Washington DC Chapter

Technical Skills

Languages & Development Software

- Axure RP 6.5, Adobe Creative Cloud, MS Project, MS Visio
- ActionScript, AJAX, ASP, CSS, FBML, HTML, JavaScript, jQuery, JSP, MySQL, PHP, SOAP UI, SQL, XML/XSLT
- Apache, Clearquest, Filezilla, Mantis, Subversion, Tomcat, Android SDK

Content Management Systems (CMS)

- Drupal, Joomla!, OpenX, WordPress, BEA WebLogic Portal, Vignette 7.0, Interwoven TeamSite, Microsoft SharePoint

Analytics, Usability & ACSI

- TechSmith Morae, WebTrends OnDemand, Google Analytics, Google Adwords, Bing Ads, Amazon Ads, ForeSee, Nielsen NetRatings, ACSI

Foreign Languages

- Slovene, Spanish, German