

## **JAMES GOODE**

4138 Eagle St • San Diego, CA, 92103 • +1 619.733.4887 • jagoode@gmail.com

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### PROFILE

- Product Manager with roots in UI Design, web development, need-based feature management, and product and corporate marketing
- Manager of skilled and diverse marketing and production teams
- Thorough knowledge of boxed and online software development processes and procedures including source control, development team interaction, iterative design, QA programs, launch communications, and product roll-out
- Strong experience with authoring and editing user guides, technical documents, marketing requirements documents (MRD), workflow diagrams, design specifications, and marketing literature
- Strong knowledge of writing software design specifications with design comps and workflow diagrams for highly complex internet software
- Extremely proficient in abstract, conceptual problem solving
- Highly productive and self-motivated
- Proven leadership through example
- Exceptional written and verbal communication skills

### PROFESSIONAL EXPERIENCE

**Printable Technologies, Inc.**, San Diego, CA

5/2000 to 10/2006

Printable's innovative software extends direct-to-press printing capability for the digital and traditional printing marketplace. Their digital workflow, CRM, web-to-print, and variable data printing solutions are used by dozens of fortune 500 companies to procure, re-order, custom order, and variable data print jobs online.

**Senior Product Manager** – Sept 2005 to Sept 2006

Depth of knowledge in the application use, processes, and architecture led naturally to taking responsibility as technical product manager. Develop MRD and base specifications for internal tools, variable data printing tools, and cross-platform plug-in tools.

- Worked with senior management to realize market value and revenue opportunities for product enhancements and new products
- Lead product design of need-based software enhancements
- Documented detailed feature goals and product needs
- Managed product announcements and marketing including email campaigning, online webinar, collateral development, and ongoing product communications
- Managed internal communications for product enhancements and feature information

**User Experience Manager / Product Manager** – August 2003 to Sept 2005

Design and application skills proved natural segway into UI development including screen comps, html, css, and workflow diagrams. Worked with engineering and marketing to take conceptual product to prototype to production in a very short timeframe. Further developed product enhancements and Software as a Service model for scalable B-to-B deployment.

- Led conceptualization, design, and html/css coding for "first of its kind" ASP and .NET application
- Collaborated with regionally diverse groups of engineers and senior architect to rapidly develop and deploy software and enhancements

- Served as the company-wide XHTML and CSS expert, offering expertise and knowledge to technical support, design, and engineering teams
- Designed and coded XHTML standards compliant Enterprise level online applications and modules
- Designed new shopping cart user interface and architecture for a skinnable CSS based web application
- Collaborated with cross-functional teams for product development, production, support, sales, and marketing
- Developed internal processes for design production team members to use and learn proprietary software tools and resources
- Developed training program and technical support teams for complex online variable data printing software
- Interfaced with client base as tier 3 technical support contact, analyzed design proficiencies and deficiencies and contributed to development of further product enhancements and specifications

**Senior Designer and Marketing Manager** – May 2000 to August 2003

Hired as senior marketing designer for an emerging technology company. Designed, coded, implemented, and maintained the public website, affiliate websites, and e-commerce tools. Designed and produced marcomm literature, signage, and advertising.

- Initiated design, production, and placement of advertising across a variety of periodicals
- Worked with management and business development teams on new product messaging and positioning goals
- Collaborated with consultant and ad agency content development and production teams
- Managed in-house designer and visual messaging in conjunction with corporate messaging goals
- Coordinated various large trade show efforts including advertising, floor-space purchasing, drayage, booth design and graphics production, literature printing, and demo production and sales training
- Coordinated and produced creation of datasheets, white papers, and case studies for all products and product families

**Found Image Press, San Diego, CA**

3/1999 to 5/2000

A greeting card company specializing in vintage graphics production on note cards, calendars, posters, and advertising specialties. Their collection of public domain imagery is extensive, exceeding 25,000 images.

**Graphic Designer and Production Artist**

- Quickly designed, built, and managed the production of hundreds of product catalogs and marketing materials covering thousands of images
- Improved speed to market for catalog circulation and significantly increased sales revenues
- Designed, built, and maintained the public website
- Image scanning and photo touch-up for image archive
- Established color accurate printing workflow on Xerox devices

**Captiva Software Corporation/Wheb Systems, San Diego, CA**

8/97 to 3/99

A document scanning and information processing software company, Captiva Software is the forerunner in OCR and ICR technology.

### **Graphic Designer and Forms Designer**

- Designed, managed and maintained the public website
- Responsible for custom and high level forms design for high profile fortune 500 clients (ie. tax returns, loan forms, mail order catalog forms, etc.)
- Analyzed current and pre-sales client forms for enhancement and system scanning legibility
- Streamlined production and creation of re-usable form elements for significantly reduced turn-around times
- Created and maintained industry marketing collateral and newsletter design

### **Freelance Designer & Photographer**

1/1998 to present

Advertising, website, and flier design for Limbo Fine Art Gallery.

Advertising, website, and printed catalog design for Klip tennis strings, including photography and image touch-up on over 50 individual products.

Flier and poster design for Athenaeum Music and Arts Library, La Jolla, CA.

### TECHNICAL SKILLS

#### **Programming Languages**

JavaScript, ECMAScript, ActionScript

#### **Mark-up Languages**

HTML, XHTML, CSS, DHTML, XML, XSLT

#### **Operating Systems**

Microsoft Windows, Apple OSX

#### **Application Servers**

Microsoft IIS, Apache HTTP

#### **Software**

Macromedia Dreamweaver, Fireworks, Flash, HomeSite, Adobe Photoshop, Illustrator, InDesign, Acrobat, Printable FusionPro, QuarkXPress, Visual Studio, Microsoft FrontPage, Office, BradSoft TopStyle, Novamind, Lyris ListManager, SnagIt, VNC, Picasa, Mozilla, WSftp, Skype, FileMaker Pro, Blue Hornet, MindFire

### EDUCATION

#### **Pragmatic Marketing, Inc.**

11/2005

Certified PMC

#### **UCSD Extension**

8/04 to 9/04

JavaScript I

#### **San Diego Career Development Ctr.**

8/03 to 12/03

Flash and ActionScript courses/seminars

#### **California College of Art, Oakland/San Francisco, CA**

1/93 to 5/96

Bachelor of Fine Arts, Individualized Major, High Distinction

#### **University of California, Los Angeles**

1/90 to 12/92

Design Major

#### **Platt College, San Diego, CA**

6/91 to 11/91

Certificate, Computer Graphic Design