

David J. Craske

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SUMMARY

Customer-focused Usability Specialist and User Experience Designer & Advisor with over 12 years experience designing, coding, and supporting multiple business process applications. Certified Caterpillar Six-Sigma Green Belt for process and application design teams generating in 400% growth of multiple manufacturing facilities. Well respected by a wide range of functionality groups from shop technicians and Information Technology peers, to supervisor and executive management personnel. David is enrolled in the Indiana University School of Informatics (IUPUI) Masters program in Human-Computer Interaction (HCI), concentrating his research efforts of usability design and research toward software, Internet, mobile, and social networking platforms in both manufacturing and sports/entertainment industries. He is scheduled to complete his coursework in May 2011.

PROVEN ABILITIES AND RESULTS

Application Design

- Reengineered scrap surplus material tracking application based on individual usability requirements study and usability test results, with initial estimated yearly savings of \$6,750,000 after adoption for all facilities (\$750,000 per facility).
- Augmented work instruction display mechanisms for assembly line technicians, improving instruction accuracy by 75% and optimizing query retrieval times by 200%.
- Developed usability enhancements to in-house loose parts tracking applications to incorporate barcode scanning functionality, with estimated savings of \$750,000 per year, per facility due to order accuracy and reduced warranty claims.
- Designed data integration process between onsite and corporate databases for engine labeling printing system, with estimated savings of over \$250,000 per year due to automated data accuracy efficiency improvements.
- Assisted creation of Illinois Department of Transportation Adopt-A-Highway database and application interfaces, including management reports, system layout, training and participant materials, and outdoor signage layout.

Leadership

- Managed quarterly Sarbanes-Oxley internal control audits to ensure on-site financially significant applications followed stringent guidelines for administration, backup and data recovery processes, and application enhancements.
- Orchestrated training sessions on numerous web applications, including preparation of in-class handouts, presentation slides, and hands-on application activities to reinforce training materials and content.
- Supervised the successful relocation, upgrade, and application support model of third-party order scheduling application to corporate server farm, improving server hardware reliability and support model, and allowing for future expansion for additional assembly line sequencing integration.

Growth Strategies

- Expanded and replicated primary online order entry and scheduling web application for two additional manufacturing facilities and six new product assembly lines, adopting common practices and primary user efficiencies across multiple facilities.
- Introduced superior support and break/fix work request process to efficiently manage regular and repeat customer requests, reducing multiple and identical requests by 50%, increasing request turnover by 75%, and offering full database knowledge for off-shift support to both facility and corporate service center personnel.
- Produced flexible assembly shop grid location functionality, allowing multiple products to be stored in similar physical and online locations, greatly enhancing order location accuracy for efficient product movement from order assembly to order shipment.
- Participated in corporate-wide cross-functional technology teams in preparation for adoption of common order entry and shop operations applications for multiple facilities.

EXPERIENCE

Web Applications Analyst, Caterpillar, Inc. Large Engine Center, Lafayette, IN, 2002-2009

Application Support Analyst, Caterpillar, Inc. Dealer Channel Solutions, Peoria, IL, 1997-2002

Graduate Public Service Intern, Illinois Department of Transportation, Springfield, IL, 1995-1997

EDUCATION

Master of Science, Human-Computer Interaction, Indiana University School of Informatics, Indianapolis, IN, 2011 (tentative)

Master of Arts, Computer Science, University of Illinois – Springfield, Springfield, IL, 1997

Bachelor of Science, Computer Science, Illinois College, Jacksonville, IL, 1995

SOFTWARE & PROGRAMMING LANGUAGES

Expertise: HTML, XHTML, Cascading Style Sheets (CSS), ColdFusion, Adobe Dreamweaver (MX & CS4), Microsoft Office (2003 & 2007), Microsoft FrontPage 2003, SQL / PL-SQL (Oracle), Adobe Fireworks (MX & CS4), Crystal Reports, MySQL, PHP

Exposure To: JavaScript, Microsoft Visio, Adobe Illustrator (CS4), Adobe InDesign (CS4), Camtasia 5, ULogLite, CogTool 1.04, Adobe Photoshop, Adobe Flash (MX & CS4), Balsamiq, SPSS

USABILITY EXPERTISE

Problem Space Definition, Usability & Functional Requirements Documentation, Questionnaires, Field Research, Cognitive Walkthroughs, Contextual Inquiries, Heuristic Inspections, Low-/Medium-/High-Fidelity Prototyping Methodologies, Wireframes, Persona & Profile Creation, Storyboards, Usability Task Scenarios & Analysis, Affinity Diagrams, Web Site Analytics, Work & Activity Modeling, User Test Creation & Analysis, Experience Diaries, Co-Discovery Testing, Focus Group Discussions, Interactive Dialogue Modeling

USABILITY AFFILIATIONS

Usability Professionals Association – Indiana Chapter (www.upassoc.org and www.indiana-upa.org)

USABILITY & WEB PORTFOLIO

Available at <http://www.davidcraske.com>