

## JOSEPH P. ROTELLA, SPHR

Technical Executive with 18 years of experience focused on the design and development of the user experience. Significant WIMP and Web user interface design experience. Product champion of HR Actions™ (web-based application to support Human Resources), including UI design and product management. Created the *Lucent OneUI* weblication look and feel standard. Designed and usability tested 40+ weblications across business units. Developed a multidisciplinary, user centered design team. Strong strategic thinker and team builder.

### AREAS OF EXPERTISE

- Human Factors Management
- Design & Development Project Management
- Working with customers (requirements definition, support, sales & marketing)
- Championing technology advances
- Iterative, User Centered, Object Oriented Design Methodologies
- WIMP & Web UI Design
- Usability Testing
- Marketing Usability Best Practices
- Public Speaking/Teaching
- Software architecture

### EXPERIENCE

**DELPHIA CONSULTING, LLC, Columbus, OH**  
**Chief Technical Officer (CTO) and Director of Operations**

2002-Present

Responsible for using technology to provide better products and services to clients, Delphia's infrastructure and IT operations, developing and maintaining software applications, determining how technology will be used to implement the business strategy, implementing best current practices, and developing the company's future technology direction.

- Launched usability practice. Staffed the team with user experience designers, human factors engineers, visual designer and UI developers/prototypers. Major clients include IA Systems, Thomson Delmar Learning, and Lemur Networks.
- Lead human factors specialist for all heuristic reviews and user interface architecture projects
- Designed, developed and maintain [www.delphiaconsulting.com](http://www.delphiaconsulting.com)
- Created product concept and user interface design of HR Actions™ - a web-based solution to design, initiate, route, approve and submit employee change forms. Awarded the Microsoft .NET Connected logo. Tested by VeriTest and passed Microsoft SQL Server and Microsoft Windows 2003 Platform Tests for ISV Solutions.
- Integrated company CRM (SalesLogix), PSA (PrimeActive PSA™), and accounting (MAS500) systems to provide an integrated view for account management.
- Manage company participation in the Microsoft Partner Program; associate training and certification, customer satisfaction surveys, product platform testing, customer reference submissions
- Support sales team by providing in-depth technical support, including systems architecture and integration strategies
- Initiated a systems and network audit to assess current infrastructure needs/inefficiencies and developed a plan to address them during a 12 month window
- Rolled out a development methodology with supporting tools (source code control system and modification/feature request tracking system) to improve developer efficiency in a team environment
- Develop and present Executive Briefings on topics including usability, the impact of the internet on application development, and human resources technology to prospects and clients.
- Quoted in the Bell Labs Technical Journal, HPweb.com, WebCPA.com and NetAtWork.com

**LUCENT TECHNOLOGIES, Columbus, OH**

1989-2002

Billing & Customer Care (B&CC) Business Unit

2000-Present

**Technical Manager, User Experience Team, UI Cluster**

**Designed and staffed a multidisciplinary user experience team across 4 locations to specify requirements, model, design, and usability test weblications for billing, order management and customer care.**

Responsible for the total user experience of B&CC applications targeted for a UI refresh.

- Developed staffing profiles and recruited to create a 16 member User Experience Team including Systems Engineering, Object Modeling, Human Factors Engineering, UI Design, Visual Design, User Assistance Design, Prototyping and Project Management.
- Promoted the scenario based design methodology now used by all B&CC UI Cluster efforts.
- Specified and developed a project management weblication to support & track infrastructure and iterative design, development and test around scenarios.
- Designed & documented the B&CC User Interface vision/standard based on web parts and Lucent branding to support “*any user, any data, any device, any time.*”
- Designed weblication interfaces with online help for 3 products (prepay billing, post-pay billing and order management).
- Designed, prototyped and usability tested self-care applications on WAP and Palm devices.
- Initiated a collaborative design process with strategic clients to design and usability test new B&CC UI designs. Facilitated face-to-face and remote sessions (using internet collaboration tools). Specified and developed a weblication to track client hours (per product, per client).
- Client interactions: Accenture, Broadwing, Cegetel, Cingular, GCI, Videotron
- Administration: recruiting, personnel management, coaching, performance feedback, salary administration, facilities management, planning, and budgeting.

Bell Laboratories, Advanced Technologies

1996-2000

**Distinguished Member of Technical Staff, Lead UI Designer, OneUI Program**

**Defined the *OneUI* standard look and feel for Lucent weblications following an object oriented design approach. Applied the design to 40+ strategic applications across Lucent – both domestic and international.**

Responsible for the design of the *OneUI* look and feel – a cross Lucent common user interface initiative – and the applications designed using that standard.

- Designed the *OneUI* look and feel – an object oriented UI design based on the application of OOGITUs (“objects of greatest interest to users,” Bob Bailey) to a page-link web metaphor.
- Lead the Bell Labs OneUI Human Factors team through the design, review and evaluation of 40+ weblications with significant re-use across products (2000+ web page designs & 7000+ graphics).
- Designed a desktop application for the Service Creation Environment (SCE) in a WIMP (Windows, Icons, Menus & Pointing devices) multiple document interface style as a companion to a weblication.
- Consulted on the design of a standard for online help for all Lucent weblications.
- Planned and coordinated 14 “Technical Showcases” to increase technical excellence through training throughout the Bell Labs Software Technology Center.

- Major products: ESMS, 5ESS DRM, 7RE, AGCS, BillDats, Flexent, IPNC, MLT, NetMinder, OnDemand, One Link Manager, OneVision Carrier, Packet Local, Packet Tandem, PacketStar, ProjectR, SARTS, Softwave, Speech Solutions, WaveStar
- Client interactions: Advanced Radio Telecom, Ameritech, Ascend, Bell South Long Distance, DB Telekom, Kenan Systems, Octel Messaging, Sprint, Telecom Italia.
- The OneUI program received Advanced Technologies' Excellence Award for impact across Lucent.

Bell Laboratories, Advanced Technologies

1990-1996

**Member of Technical Staff, Human Factors Specialist**

**Created the requirements and designed the user interface for The AT&T Display Construction Set (DCS) – a cross platform (Sun, HP, Windows) graphical user interface (GUI) builder. Consulting on the user interface design for applications built using DCS.**

Responsible for the feature content and user experience of DCS. Designed the *OneOS* style – a standard supported by DCS and used by products sold as offers to present a consistent look and feel.

- Worked with internal and external customers to understand their GUI builder needs and define requirements to support those needs in DCS.
- Designed the user interface for DCS following first the *Open Look Graphical User Interface Style*, then the *OSF/Motif* guidelines and finally the *Microsoft Windows* guidelines. Consulting with development and system test as DCS releases progressed.
- Developed and delivered 2 courses on the use of DCS to 10 companies in 6 countries.
- Supported sales and marketing through technical presentations at client sites.
- Designed the Advanced Services Operations System (ASOS) as an integrated product offer consisting of 7 operations support systems including: fault management, performance management, dispatch management, and work management. Evaluated the *OneOS* style through usability testing.
- Represented AT&T in a Joint Technical Study with NTT on the effect of transformations (fish eye) on network maps with varying levels of congestion.
- Client interactions: Arthur Anderson, Australian Telekom, Belgacom, Bell Canada, CAP SESA, CNET, DATAID, France Telecom, IBSI, Italtel, MITRE Corporation, NECAM, NTT, NYNEX, Pacific Bell, Philips, PTT Research, SYNELEC

**LACHMAN ASSOCIATES, Inc.**, Naperville, IL

1986-1989

**Consultant, Human Factors Specialist**

**User interface design and evaluation of several projects at AT&T Bell Laboratories in Columbus, Ohio.**

- Design of fault management alarm displays for MFOS and SCCS.
- Design of network management displays for NEMOS and NAP.
- Evaluation and re-design of video wall displays used in network operations centers (NOCs) to ease eye strain, reduce errors, and decrease user response time to network alarms.

**IBM**, Boca Raton, FL

1985-1986

**Intern, Human Factors Support**

**Programming support for advanced product development. Design and development of tools to support user interface design.**

- Supported the IBM Human Factors lab by developing software to evaluate menu designs. Participants would rank the similarity of menu items. The resulting similarity matrices were used as input to the Pathfinder algorithm to develop cognitive maps of the menu items.

IBM, Boca Raton, FL  
**Intern, Programmer**

1984-1985

**Design and implementation of application and system software on microcomputers.**

- Developed the user interface for a Sears application (package pick up) using C on a IBM PC Jr. microcomputer.
- Developed the driver to support a change machine using Assembler on an IBM PC Jr. microcomputer.

**PUBLICATIONS**

- *5 Levers to Manage and Grow Your Business*, Information Technology Alliance (ITA), Fall Collaborative 2004
- *Building a Business Case for an HRMS*, Human Resources Association of Central Ohio (HRACO), August, 2004
- *Tips, Tricks and Traps in the Development of a Successful Niche Practice*, Information Technology Alliance, Fall Collaborative 2003
- *Weblications: When a WIMP Interface Isn't Right*, Lucent Usability Symposium, 1998
- *Designing a Weblication for AnyMedia (ADSL Element Manager): A Case Study*, Lucent Usability Symposium, 1998
- *Great User Interfaces for Lucent Products: The OneUI Program*, Lucent Usability Symposium, 1998
- *The Evolution of Graphical User Interfaces*, Lucent NetDays, 1997
- *OneUI Graphical User Interface Style Guide*, Lucent Internal, 1996, 1997, 1998, 1999
- *Human Performance Analysis and Engineering Guidelines for Designing Graphical Network Management Interfaces*, IEICE Transactions on Communications, Tokyo, Japan, 1996 (Jointly with NTT)
- *OneOS Graphical User Interface Style and Implementation Guide*, AT&T Internal, 1995, 1996
- *Designing Operations Systems Interfaces That Are Easy to Use*, AT&T Technical Journal #73-4, 1994
- *The Display Construction Set (DCS)*, AT&T Columbus Operations Systems Symposium, 1987
- *Using Cognitive Models to Create Menus*, Proceedings of the Human Factors Society Annual Meeting, 1985

**CERTIFICATIONS, CIVIC CONTRIBUTIONS & AWARDS**

HR Certification Institute Society for Human Resources Management 2005  
**Senior Professional in Human Resources (SPHR)**

Human Resources Association of Central Ohio (HRACO) 2004-Present  
**Technology Manager – Board Member**

- Develop and maintain the Association's Internet web site. Additional responsibilities include the evaluation and recommendation of computer software programs for the maintenance of the website and the financial records of the Association; training or orienting officers and committee members in the use and maintenance of the Association's website, software and data; assisting in the resolution of software, website, and reporting problems; and supporting JobNet (online employment resource)

Columbus Technology Council (CTC) Award Nominee 2004  
**Product of the Year 2004 – HR Actions™**

AIDSWalk Central Ohio 1999-2002

**Event Chair**

- Responsible for the planning, execution, and follow-up of the largest annual HIV/AIDS awareness event in Central Ohio. Grew the event from AIDSWalk Columbus to a one day walk and education festival that raises critical funds for 10 benefiting agencies in 6 counties, attracts over 3000 participants, and raises over \$110,000. The planning committee consists of 6 subcommittees: Administration, Money Management, Logistics, Day of Walk, Development, and Marketing/PR.

AIDSWalk Columbus 1995-1999

**Team Development Chair**

- Soliciting organizations to develop teams of walkers for this annual event. Training team captains to maximize donations and encourage recruitment of additional walkers.

Columbus Council of AT&T Pioneers 1995-2000

**President**

- Project management and budgeting (planning and tracking, \$200K annually) a volunteer organization with 6000+ active & retired members and over 50,000 hours of community service per year.

Ikebana International Chapter 84 1994-1995

**2<sup>nd</sup> Treasurer**

- General accounting and membership records for an organization of 70 members headquartered in Tokyo, Japan.

AT&T 1993

**Engineering Recognition Award for Civic Contribution**

The Columbus AIDS Task Force 1993

**Executive Director's Award for Outstanding Service**

Columbus City Council 1993

**Resolution of Expression for Outstanding Service**

The AIDS Service Connection 1992

**Board Member**

The Columbus AIDS Task Force 1988-1995

**Speaker/Educator**

- AIDS education presentations at schools, businesses, churches, and social clubs.

**EDUCATION**

Rensselaer Polytechnic Institute, Troy, NY 1986

**B.S. Computer Science with minors in Industrial Psychology and Management**