



from the desk of

JOSHUA HALL

address

1850 N. 115th Plaza, Apt. 3510
Omaha, Nebraska 68154

tel (402) 321-4778

email josh.hall@surrealnotions.com

url surrealnotions.com
surrealbydesign.com

Profile

Business-minded interactive product designer / manager with software engineering background. Diverse experiences have exposed me to projects large and small; high-level and nitty-gritty; commercial and internal. Seeking commercial design projects in collaborative environments.

Experience

Founder, [Bumpr \(getbumped.com\)](http://getbumped.com) Omaha, NE 2009-2010

Managed the startup, raised funds from angel investors, and designed the alternative approach to social networking and micro-blogs. Bumpr's innovative approach facilitates communication across multiple social networks by breaking down the walled gardens. Similar to the way Netflix recommends movies, Bumpr mines social media sites such as last.fm and Netflix to recommend people with similar interests and experiences.

Senior Design & Product Consultant, [Surreal Notions](http://SurrealNotions.com) Omaha, NE 2007-present

- **[HumanConcepts \(orgplus.com\)](http://orgplus.com)** (2009-2010) - Designed high-level approach and critical areas of HumanConcepts' new SaaS organizational chart application, OPUS. OPUS will replace the existing desktop, web and enterprise solutions becoming HumanConcepts' new flagship application. Currently, [over 400 of the Fortune 500 companies](#) use HumanConcepts' organizational charts. The OPUS solution will solidify HumanConcepts as the de facto organizational chart standard in large companies while providing a superior solution to small and medium sized businesses. The initial release of OPUS is due out in Q3 of 2010.
- **[1099reporter \(1099reporter.com\)](http://1099reporter.com)** (2008-2010) - Designed and implemented a simple interface that allows small business owners easily complete 1099-MISC information reporting with the IRS. Continued design and development efforts toward a substantial expansion of functionality for TY 2009.
- **[HealthLok](http://HealthLok.com)** (2008-2009) - Designed a personal health record system. The original system, called PHR4me, was purchased by a venture capital firm in late 2008. After re-skinning and relaunching, Surreal Notions helped provide a new approach to personal health record management (development delayed while funding is acquired).
- **[Plumkeeper \(plumkeeper.com\)](http://plumkeeper.com)** (2008) - Designed a Flash-based social networking site and mobile platform that helps parents capture and share their children's lives with friends and family.
- **[Alight Planning \(alightplanning.com\)](http://alightplanning.com)** (2008) - Designed improved interactions around system management and dataset definition and visualization for next major release of Alight Planning budgeting software, which will move from a Windows desktop application to a client-server web application.
- **[Autodesk \(dragonfly.autodesk.com\)](http://dragonfly.autodesk.com)** (2007-2008) - Researched and analyzed implications of emerging markets related to the CAD (computer aided design)



market. Worked with a multi-disciplinary team to devise an appropriate response with a project code named Dragonfly.

- [Intuit \(intuit.com\)](http://intuit.com) (2008) - Developed a calculator widget to help customers understand the potential tax difference between a sole proprietorship and s-corp. This was used on several Intuit sites (including MyCorp) and partner sites.
- [Sojern \(sojern.com\)](http://sojern.com) (2007) - Primary interaction designer focused on improving airline monetization techniques. Designed initial interactions for customers retrieving e-tickets with advertisements on their respective airline websites.
- [Northern Natural Gas \(northernnaturalgas.com\)](http://northernnaturalgas.com) (2007) - Designed interaction for an internal portal attempting to consolidate over 80 separate applications. Consulted architects and developers on design principles and a road map for future projects.
- [ACI Worldwide \(aciworldwide.com\)](http://aciworldwide.com) (2005) - Conducted customer interviews to develop a clear understanding of the primary persona. Then used the persona to design interaction for a management dashboard.

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Interaction Designer, Intuit Omaha, NE 2006-2007

Prototyped and designed interaction for TurboTax focussed business initiatives. Designed numerous exploratory projects ranging from consumer TurboTax improvements to niche small business tools.

- [TurboTax Estimated Taxes](#) - Overhauled entire application based on usability and marketing research (e.g., setup user experience reduced from 14 to 3 step process).
- [TurboTax Business](#) - Revamped form selection and expenses UIs and others based on usability testing and customer feedback.

Business Analyst, Nelnet Lincoln, NE 2006

Liaised between lenders, guarantors, schools, and internal resources to setup and modify technical and working relationships. Setup involved AS400, web, and client third-party application integration.

Research Assistant, Creighton University Omaha, NE 2005-2006

Fellowship position that paid tuition and stipend while completing graduate degrees. Assisted business professors with research and web development. Projects focused on business ethics, business-community relationships, and e-portfolios.

Computer Programmer (E4), United States Air Force Offutt AFB, NE 2003-2005

Projects and work primarily focussed on Offutt AFB. Most projects were high profile and directly impacted 12,000 airmen, soldiers, sailors, civilians, and contractors. These projects will save an estimated \$500M - \$700M over the next 5-10 years. Awarded an Achievement Medal for outstanding contributions.



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- Designed roadmap for Strategic Automated Command and Control System (SACCS) replacement - SACCS is the communication backbone for 30,000+ unconventional missiles
- Piloted 'agile' development techniques - Produced 15 software solutions with a team of five developers in less than 18 months
- Led design and development initiatives for a majority of these solutions including – IT auditing; medical record deployment database; workflow and project management of communication equipment requests. These projects ultimately contributed to the highest possible score during base inspection, significantly reduced time to complete tasks and call volume, and improved organizational response times.

System Administrator, Tulane University New Orleans, LA 2001-2003
Instituted a small network domain controller for the Student Employment Office.
Developed several tools to help improve office efficiency and efficacy.

Education

Creighton University, Omaha, Nebraska — Master of Science - IT Management, 2006
Creighton University, Omaha, Nebraska — MBA, 2006
Tulane University, New Orleans, Louisiana — Bachelor of Science - Finance, 2002

Technical Skills

Professional Certifications

Microsoft Certified Professional (MCP), CompTIA A+ Certified Technician

Computer Languages

C, C++, C#, SPARC version 8 assembler, VB 6.0, VB .NET, VBA, XHTML, CSS, JavaScript, XML, ASP .NET, SQL, PL/SQL 9i/10g, PHP5, CakePHP, Ruby on Rails

Referrals

References available.