

Anthony Hall

Executive-Level

Creative Leadership

Anthony Hall

Driven, experienced, entrepreneurial senior manager with proven abilities in strategic development and deployment of enterprise user experience management, brand, and web initiatives.

Ability to drive total product experience across all media including web, product packaging, printed materials, and industrial design.

Skillful problem solver and strategic thinker with a track record of hiring, leading, and inspiring successful multi-disciplinary creative teams.

<http://www.manonfire.com>

<http://www.manonfire.com/portfolio>

<http://society6.com/IAMMOF>

<http://www.pinterest.com/iammof/boards/>

<http://instagram.com/iammof>

<http://immanonfire.tumblr.com/>

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408.750.4008

Mimosa Networks, Inc. | Campbell, CA | 2014–Present

Director, Brand Experience

UX, UI, visual design, art direction.

Responsible for UX, UI and driving the visual language of Mimosa.

- UX/UI development of cloud software tools

Created and championed rebranding the company. As a result the brand has greater scalability, is current, flexible in use, and lends itself to stickiness in social media.

Develop and implement UX/UI strategies and drive the definition of the visual language.

Direct creation of UX/UI framework, wireframes, visual direction and language.

Direct the daily maintenance and development of the marketing site.

Drive corporate brand across products and all external outlets.

Art direct, create and develop new marketing collateral creating a consistent, scalable, world-wide brand.

Bill.com | Palo Alto, CA | 2011–2014

Sr. Director, User Experience

UX, UI, visual design, art direction, web development and deployment.

Responsible for enterprise UX engagement

- Primary business application app.bill.com
- Companion mobile app (HTML based)

Developed and implemented UX/UI strategies and drive the definition of the visual language.

Directed creation of UX product specs, UI framework, wireframes, visual direction and language.

Worked closely with the product managers and consulted on all levels of feature specs.

Collaborated with customer support to identify call drivers and develop solutions to drive down call volumes.

Worked with Sales team to develop more refined communication and enhanced visuals for on-boarding and user acquisition resulting in a 25% increase in 3 months of deployment.

Recruited, hired and mentored a cross-discipline team responsible for in-application UX writing, answers knowledge base, UX development, clickable models for user testing, technology decision making and planning and more.

Directed the daily maintenance and development of Bill.com and develper.bill.com.

Lead the strategy and development in ground-up approach to rebuild the primary in-bound function, the applications Inbox, for processing items into the Bill.com platform.

Created processes to reduce development time using a build-in-advance-model system. Working with the Engineering team my team built working models that were essentially modules that were easily added to the platform faster and more efficiently with large reductions in resource cycles.

Brand evangelist - pushed for education, understanding and building passion for the Bill.com brand both internally and with the customer base.

Art directed, created and developed new marketing collateral template system for brand refresh creating a consistent unified brand across four verticals for B2C and B2B customers.

2Wire, Inc. | San Jose, CA | 2003–2010

Director, Brand Marketing

UX, UI, visual design, art direction, web development and operations.

Defined strategies to create compelling, innovate user experiences for 3 screens and enterprise applications.

Oversaw authoring of workflows, site maps, and wireframes to solidify directions, plans and visual design.

Directed the creation of UI framework, visual design framework, design language, style guides and design patterns to support use cases and user testing scenarios in service of customer acquisition to retention.

Structured and streamlined successful UX/UI and visual design development processes resulting in a 50% savings in development time:

- Improved hand-off times to engineering teams.
- Directed the development and delivery of fully functioning clickable models. The models ensured quicker delivery of training, product demos, documentation, and better understanding of the product for 2Wire sales team and sales channels.
- Created roadmap and delivery timelines for development of models.

Successfully architected the development, launch, experience, maintenance and feature upgrades of all 2Wire web properties including 2Wire.com, my2Wire.com (intranet), partners.2Wire.com, events.2Wire.com, support.2Wire.com and all micro sites developed for corporate events. Directed all required financial investments relating to equipment, software, and staffing with total ownership of all web operations.

- Identified and developed additional tools and campaigns to drive previously unrecognized revenue through web properties with measurements on ROI and technology platforms utilizing the heavier trafficked aspects of the web properties.
- Established the model for write-once-publish-everywhere, maximizing efficiency of content strategy framework.
- Oversaw development of social media strategy and deployment.
- Managed a \$4M operating expense budget, optimizing spending to maximize ROI and achieve corporate objectives on time and on budget.

Defined processes and worked with internal groups driving operational excellence for product branding and labeling.

Maintained partnerships with customers to ensure highest brand conformity for their product launches and marketing materials driven through channel programs.

- More than 25 million HomePortal Gateways shipped
- Millions of additional auxiliary hardware products shipped
- Developed both 2Wire custom and partner branded packaging for the full portfolio of hardware and software products delivered by 2Wire world wide

Earned customer recognition, setting new standards for more than 80% of customers establishing new standard for customer/vendor relationships.

Recruited and managed a high-performance, multi-functional, multi-disciplinary team recognized in third-party assessment as top 2% of Company's employee engagement.

Integrated all web property metrics and project management into a centralized dashboard accessible by executives and key cross-functional stakeholders, allowing faster access to key metrics, website usage, information, and problem reporting.

Established successful processes for interdepartmental collaboration with creative team defining workflows and ownership of responsibilities. This process created greater visibility into the workflow pipeline for the team and yielded a 25% time savings in project management.

- Developed desktop applications to maximize team member efficiency in time and project tracking

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Driven, experienced, entrepreneurial senior manager with successful and proven abilities in strategic development and deployment of enterprise user experience management, brand, and web initiatives.

Innate ability to look across the portfolio end-to-end to drive total product experience across all media including web, product packaging, printed materials, and industrial design.

Skillful problem solver and strategic thinker with a track record of hiring, leading, and inspiring successful multi-disciplinary creative teams.

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Incyte Genomics, Inc. | Palo Alto, CA | 2001–2003

Intranet Web Manager

- Developed planning and managed execution of internal communications tools
- Launched successful self-service publishing model to support company communication objectives. Responsible for coding development, visual design, and experience
- Streamlined publishing process making content publishing available to all employees

Docent, Inc. | Mountain View, CA | 1999–2001

Sr. Web Engineer

- Planned, developed, and delivered of all corporate web properties including budgeting, staffing, and day-to-day operations
- Responsible for all UX, UI and visual design executions

Solutions Point, Inc. | San Jose, CA | 1998–1999

Multimedia Consultant

- Art directed and led visual design and development for Flash-based CRM training modules
- Daily interactions with customer's clients on status and strategy with respect to art direction and course ware development

Lam Research, Inc. | Fremont, CA | 1996–1998

Sr. Hypermedia Specialist

- Delivered support tool graphical interface development for capital equipment
- Developed and automated cross-functional content publishing and delivery pipelines
- Reduced publishing times to create product support CDs, increasing support product margins by more than 50%

United States Navy | San Diego, CA | 1985-1995

- Honorably discharged, highly decorated
- Winner of Navy Achievement Medal

Skills

- Builder of highly proficient, dynamic, synergistic, high output multi-disciplinary and creative teams
- Product ID and branding development and presentation
- Developer and driver of premier experiences
- Program and project management
- Planning, implementation, and execution
- Systems integration
- Stakeholder and relationship management
- Communication, facilitation and presentation
- Rapid UI prototyping and implementation
- Expert with Adobe Creative platform (Photoshop, Illustrator, InDesign, etc.)

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