



Professional Summary

I am a sought-after web consultant, site optimizer, programmer, designer, and systems analyst, with experience ranging from non-profits to multinational corporations. I am looking for a challenging work environment where my wide-ranging skills can be applied and stretched. Particularly interested in usability, UI/UX design, computer supported cooperative work, and mobile design.

Experience

SlimTrader, *Chief Experience Officer*

Feb 2011 – Jul 2011

- Managed the customer experience of both partners and end-users of SlimTrader's platforms and products.
- Translated typically web-based customer interactions and experiences into SMS (text message) interactions for low-tech mobile devices.
- Focused on base-of-the-pyramid consumers in Africa with the goal of improving subsistence farmers' abilities to purchase and sell goods.
- Responsible for creating all client pitches, training and demo materials, and investor presentations.
- Created and modified demos based on Drupal 6 and custom-built SMS parser modules.

Expedia, Inc., *Global Site Conversion Business Owner*

Jul 2008 – Nov 2010

- Owned the prioritization of a development queue for small projects and site conversion initiatives, resulting in an increase of approximately \$25 million in annual revenue in 2010.
- Used web analytics tools such as Tealeaf and Omniture to identify customer experience barriers across all of Expedia's global points of sale.
- Applied an impact assessment methodology to each issue to determine monetary impact caused by lost transactions.
- Prioritized the queue based on overall financial impact, impact to the customer experience, and time-to-market, and communicated progress with internal levels of the organization ranging from development teams through the CEO.
- Worked with groups across Expedia to define requirements and shepherd projects to completion.

Growing Washington, *Ecommerce Lead Developer*

Feb 2008 – Present

- Designed, built, tested, and deployed an online order-processing site for a local non-profit that processes more than \$325,000 in orders per year.
- Through continued support, updates, and maintenance, the site has allowed Growing Washington to transition from market-based sales to primarily food box deliveries, and grow from a single county to three large counties.
- Focused on presenting a quick and easy user experience to clients and a simple yet robust management interface for the less tech-savvy administration team.
- Created all custom PHP, CSS, and JS with a MySQL backend.

Jason Tabert



8035 Wallingford Ave N • Seattle, WA 98103 • Phone: 206.384.5427 • E-Mail: jason.tabert@gmail.com

Avenue A | Razorfish, *Advanced Optimization Analyst*

Feb 2007 – Jan 2008

- Analyzed national and global brands' websites to identify user experience problems.
- Provided recommendations to decrease site abandonment and streamline the user experience, drawing on user behavior data, benchmarks, and usability and industry best practices.

Accenture, *Communications & High Tech Analyst*

May 2005 – Feb 2007

- Delivered high-value consulting and systems analysis work in the Communications & High Tech operating group to some of the largest corporations based in Seattle.
- Multiple roles included documenting telecom infrastructure; running an enterprise program management office; creating executive dashboards with Siebel Analytics; deep analysis on worldwide spending data; and developing weekly "pulse" reports and scorecards for the program management group directors of a flagship Microsoft product.

Intel Research Laboratory, *Placelab Project, Research Assistant*

Aug 2003 – Sep 2004

- Conceptualized and implemented prototypes, tools, user interfaces, and custom statistical analysis code for a location-aware computing project using Java and SWT.
- Successful demo for UbiComp 2004 and Intel Research days led to the project becoming a main lab focus.

Education

B.S. in Informatics, University of Washington, The Information School

June 2004

GPA: 3.5 major, 3.34 cumulative

Skills

Web:	HTML, CSS, PHP, JavaScript, XML/XSLT, SharePoint, basic ASP and Ruby and Drupal
Analytics:	Tealeaf, Omniture (SiteCatalyst), Google Analytics, voice of the customer tools
Prototyping:	Paper, HTML, Photoshop, Visio
Programming:	Java, C/C++, basic C#, VB/VBA, .NET, basic Objective-C/iOS
Database:	MySQL, MS SQL Server/T-SQL, Access
Graphics:	Photoshop, Illustrator, InDesign, Visio/OmniGraffle
Other:	Highly proficient with MS Office Suite (including Project), Windows, Mac OS, some Unix/Linux
Languages:	English, basic German

Other Experience and Leadership

- 2010 Hopelink Construction Team Captain—collected more than one ton of food for Hopelink's food drive
- Informatics Undergraduate Association—Communications Director, Jun 2002 – Jun 2003
- National Society of Collegiate Scholars—Jan 2001 through Jun 2004
- University of Washington Dean's List—Quarters in 2000, 2001, and 2003

** Publications, references, and letters of recommendation available upon request.