

# Alan Turransky

Design • User Experience • New Media • Communications



## CONTACT

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## EDUCATION

- **Massachusetts Institute of Technology (1993)**  
Masters of Science in Media Arts and Sciences  
[Capturing Design Knowledge from Interactive User Demonstrations](#)
- **Utrecht School of the Arts (1991)**  
Exchange, Center for Image & Media Technology  
[An Imaging System for The Synthesis of Abstract Paintings](#)
- **University of Massachusetts at Amherst (1990)**  
Bachelors of Fine Arts, Art Department  
[Teaching Computers to Synthesize Imagery Based On Abstract Descriptions](#)

## AWARDS

- **Design:** Communication Arts, The Communicator Awards, The Seattle Show
- **Advertising:** The Davey Awards, Service Industry Advertising Awards
- **Publishing:** Editor & Publisher EPPY Awards, American Society of News Editors

## EXECUTIVE SUMMARY

High-performing, cross functional senior Executive with 25+ years' experience in product development; combining intelligence, passion and creativity in running new media and emerging technology projects for over 20 years at four of the nation's largest publishers, all recipients of multiple awards for excellence in design and development. Seasoned leader with proven success in analyzing operations, then designing and instituting project management methodologies that work to improve efficiency and reduce costs, while utilizing expert skills in planning, monitoring, reporting, resource management, quality, and risk management.

- Comprehensive background in procedure development, budgeting, vendor negotiations, and software development
- Seamless communication of design, marketing and editorial ideas into technical specifications
- Outstanding problem solving, conflict management, and analytical skills with exceptional facilitation, collaborative, and coordination abilities.

## SKILLS

### Managerial:

Analytical and Creative Thinking  
Deadline and Goal Driven  
Risk Assessment

Conceptual Problem Solving  
Mentorship and Training  
Strategic Planning

Cultural Development / Refinement  
Project Management

### UI / UX:

A/B Testing  
Mood Boards  
Site Audits

Flowcharts  
Navigation Maps  
User Journeys

Information Architecture  
Persona Development  
Wireframing

### Development:

HTML (25+ yrs)  
SQL (10+)

CSS (20+ yrs)  
Java (2+ yrs)

JavaScript (20+ yrs)  
PHP (2+ yrs)

## PROFESSIONAL EXPERIENCE

### Partner

Infinity • Jul 2016 – Present

- Software development and UX firm specializing in advertising and publishing solutions for small businesses
- Apply various tools, techniques and methods throughout the design and development cycle that support ideation, combining and clearly defining successful new offerings, alternative solutions, innovative services and product-service systems
- Collaborate with customers to provide guidance and support throughout entire design and development process
- Lead iterative projects that include research and prototyping to guide the creation and evaluation of new concepts and solutions
- Create documentation that establishes the vision for the project and can be used to guide decisions throughout the project lifecycle

## PAST CLIENTS

- **Arizona Republic:** USAToday Jobs
- **Cobalt Automotive:** Yearly Calendar
- **Denver Post:** CMS & Web Site
- **Ford:** Mobile App
- **Gannett:** CMS & Web Site
- **Honeywell:** Safety & Protection Web Site
- **J.G. Wentworth:** CMS & Web Site
- **Pioneer Press:** CMS & Web Site
- **San Jose Mercury News:** CMS & Web Site
- **Seattle Dog Magazine:** Magazine Design & Advertising
- **Seattle Symphony Orchestra:** Poster Design

## RECOMMENDATIONS

"For Alan Turransky, there is no box to think outside, because he simply does not see the box. He's an adept problem solver than can create solutions for problems that others find impossible. Through innovative and persistence, Alan has been able to lead teams to successfully tackle Digital First Media's largest enterprise initiatives. Alan combines his strong eye toward best practices for UX and the desire to create user-centric products, with a strong business and strategy acumen to drive success. Alan is a key driver of strategy, architecture, and people for Digital First Media. A rare and experienced talent, his involvement has been critical to the success my projects."

Allen Klosowski, SVP Advanced Solutions Group, SpotX

"Without Alan, usatoday.com may not have enjoyed its early success in cyberspace. When the site launched in the mid-90s there were no roadmaps or examples to follow. Alan stepped up and in some cases single-handedly solved problems and made the life of those in all departments easier. Because of improvements Alan made, usatoday.com quickly grew to become the largest newspaper-linked website in the country (it's not anymore)."

Chris Fruitrich, Former Managing Editor, USA Today

"Alan is an innovative problem solver, an excellent Information Architect and one of the best front-end developers in the business. I have worked with Alan since 1994 and can attest to the attention to detail and thoroughness of his work. Alan is also unflappable under pressure and looming deadlines. I would give anyone seeking his services my highest recommendation."

Chuck Rose, Creative Director, National Cancer Institute

## REFERENCES

Available upon request

## PAST EXPERIENCE

### Technical Director

VML • Jul 2015 – Jun 2016

- Managed enterprise-level projects through the entire software development life cycle
- Performed analysis and provided systems architecture solutions and leveraged new, existing, and emerging services, technologies, and platforms in a services and enterprise oriented environment
- Directed the overall strategy relating to usability, function, features, and customer experience as well as developed strategies identifying and creating new pathways
- Defined technical solutions to meet client requirements efficiently, with greater reusability, and longer shelf life

### Sr. Director of Technology

Interactive Advertising Bureau • Jul 2014 – Jun 2015

- Functioned as member of a team responsible for creating the IAB's Technical Lab to help aid in the production of source code and support materials, in order to further industry adoption of technical standards and specifications
- Ensured that the required strategy, execution plans, operational metrics, policies and tools were in place to successfully achieve the objectives
- Provided technical leadership, guidance, mentoring and coaching for staff, and fostered a culture of accountability, innovation and team building

### Sr. Director of Technology & User Experience

Digital First Media • Jan 2009 – Jun 2014

- Led the redesign of over 100 web sites across 5 different CMSs in which 30 developers created common, reusable code libraries, unit tests and automated build processes that were seamlessly integrated into all of the company's subsidiaries
- Architected and oversaw the migration of over 6500 ad campaigns from Yahoo APT to Google DFPP by creating custom middleware to translate one company's API calls into the other's
- Oversaw the analysis, technical design and continual improvement of the site architecture, its constituent software components, process, tools and methodologies

### Sr. Developer • UI/UX Designer

USA TODAY • Nov 1996 – Dec 2008

- Executed R&D projects to identify long-range opportunities to the company's businesses that resulted from technology and industry-driven change
- Expanded daily readership by increasing user registration 380% and site visitors by 21%, using social media APIs, AJAX and advanced page loading techniques
- Stewarded the vision and continuity of highly personalized digital experiences from inception through implementation
- Collaborated with multi-disciplinary teams to execute exceptional user experiences that embodied the brand and pushed technical boundaries
- Supervised and coached direct reports in the performance of their duties; completed performance reviews and provided feedback to direct reports

### Sr. Developer • UI/UX Designer

The Washington Post • Jan 1994 – Nov 1996

- Co-designed and implemented the look, feel and functionality of the first Washington Post web site
- Developed first internal Content Management System to automate site publishing on an hourly basis
- Led design sprints to create high fidelity, customer-validated designs