

Prentiss Riddle

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Professional Summary

User experience design and information architecture and in support of social media, online communities, collaboration, and Internet resource discovery.

Employment

Technical Evangelist, Pluck Corporation. 5/05-4/06.

Interaction design, product management and technical marketing for Shadows.com, a social bookmarking service. Wrote engineering specifications for complex feature sets including social networking, RSS feeds and an open API. Wrote software to seed the system by harvesting 500,000 web URLs (bookmarks) and associated topical metadata ("tags"). Guided the design process through rapid usability testing of prototypes. Recruited and managed users for private beta test, consolidated their feedback into design. Marketed the product through blogs, mailing lists, public presentations and direct contact with users.

Webmaster, Rice University. 8/91-12/04.

Initiated, designed, implemented and operated the original Rice University web site and multiple generations of redesigns. Provided technical and editorial leadership for a large, decentralized web site involving over 400 departmental and 2500 individual collaborators and incorporating over 300,000 documents. Maintained core web pages and navigation tools including a Google Appliance search engine. Designed and maintained numerous electronic publishing projects including: campus faculty, staff, student and departmental directories; course schedules; newspaper archives; and metadata for a large video archive of webcast lectures. Wrote dynamic web code and scripts using Perl, Unix shells, PHP and C. Installed, maintained and administered commercial and noncommercial server software including Apache, Blackboard, and WebCT. Wrote custom web analytics software. Set web security policies. Wrote user documentation, evangelized throughout the organization, and provided technical support to other web administrators. Before specializing in Internet services, performed system administration on a large campus network of Unix servers and workstations.

University of Texas Medical Branch and Shriners Burns Institute, Galveston, Texas. 11/85-10/88. Systems programming, software and user support and medical database applications programming using C, FORTRAN and Informix under Unix. Administered Usenet news.

Computer Science Department, University of Texas at Austin. 1/82-10/82 and 8/83-7/85. Unix systems administration, software and user support and applications programming in C.

Center for Transportation Research, University of Texas at Austin. 7/79-12/81. Wrote and maintained pavement design and survey programs in FORTRAN.

Education

M.S. in Information Studies, the University of Texas School of Information, August 2007.
Coursework in information architecture, usability, geographic information systems (GIS), human-computer interaction and information retrieval.

B.A. with Honors in Computer Science, University of Texas at Austin, 1984.
German-American Club exchange scholarship to Munich, Germany, 1982-83.
Phi Beta Kappa.
National Merit Scholar.

Languages: Spanish, German, Portuguese.

Presentations

"Tagging 2.0," South By Southwest Interactive, Austin, 3/06.
"Campus-Wide Information System Development," Association of Research Libraries, Austin, 5/95.
"RiceInfo Information by Subject Area," MIEP Cataloging Workshop, Michigan State University, 11/94.
"Gopher administration," GopherCon II, University of Minnesota, 4/94.