Sparky Campanella

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Summary

Senior application software product manager and user interface designer who combines strategic business skills with a creative passion for intuitive and effortless user experiences.

Experienced in successful software and eCommerce site releases, from spec to ship. Strong aptitude for collaborative team leadership across a wide variety of disciplines, especially engineering, design and marketing. Excellent interpersonal listening and communication skills. A motivated self-starter who will exceed your expectations with minimal supervision.

Software Definition & UI Design Consulting   1997 – Present (13 years)

Selected clients

ZoneLabs   April 2007 – June 2008 (14 months)
Consumer software; Division of Checkpoint Software, Public company; 150 employees in division; Security Software & Services industry.
- Updated and simplified the functional and graphical user interface of this PC-based security software suite to improve ease-of-use and expand the potential market to include security software novices.

Digitas   March - July 2006 (5 months)
Internet-focused advertising agency; Public company; 500-1000 employees; Advertising industry.
- Lowered user learning requirements and simplified ease-of-use for an IBM.com online sales management application.
- Enhanced usability of AmericanExpress.com's account management application.

ZoneLabs   Mar 2004 - June 2005 (16 months)
Consumer Software; Privately held at the time; 50-100 employees; Security Software & Services industry.
- Partnered with Engineering Lead and Product Manager to specify functionality and design the user interface for two major enhancements across six product variations.

AltaWave   Jan - April 2001 (4 months)
OEM Mobile Software; Privately held, since acquired by Lightbridge; 50-100 employees; Application Software industry.
- Simplified and streamlined the user interface for Altalinks, a web-based application that allows cell carriers to create customized mobile phone menus.

WallStreetCity.com   July 1999 - Dec 2000 (18 months)
Personal investment web site; Privately held, since acquired by Ameritrade; 50-100 employees at the time; Financial Services Industry.
Managing Site Director
- Re-architected WallStreetCity.com from an unprofitable financial portal to a profitable investment decision-making tool.
- Led a 12-person team across engineering, product marketing and editorial to improve usability and upgrade site features into investment solutions.

HelloDirect.com   June 1998 - Sept 1999 (16 months)
Developer and direct marketer of telephone accessories; 200-300 employee public company acquired by publicly held GN Store Nord; Telecom Industry.
Managing Site Director
- Developed the internet business plan and managed the resulting web site redesign.
- HelloDirect.com's ecommerce sales grew from 18% to 31% of total by end of 2000.

ZDNet Interactive Investor   Aug 1997 - May 1998 (10 months)
Personal investment web site; Privately held company; 500-1,000 employees; Publishing industry.
- Collaborated with editorial team and engineering lead to define this personal investment site.
- Designed the site's information architecture and user interface; managed the team to create and launch the site.

Schwab.com Retail Brokerage Site   Jan - July 1997 (7 months)
Consumer investment brokerage site; Publicly held company; 12,000 employees; Investment Brokerage industry.
- Streamlined usability and improved ease-of-use for Schwab's retail stock trading site.

Disney Online   1996
Children's entertainment web site; Publicly held company; 140,000 employees; Entertainment industry.
Senior Producer
- Conceptualized, specified and lead a multi-disciplinary team to implement navigation, safety controls, online identity and privacy for the brand-new site.

Claris Corporation   1993 – 1995
Consumer software; Division of Apple Computer, Public company; 300-500 employees in division; Personal Computer industry.
Product Marketing Manager for ClarisImpact (business graphics software).
- Worldwide P&L responsibility
- Determined competitive positioning, collaboratively designed the UI and feature set for the 2.0 release.
- Managed development and user interface teams to the 2.0 release.

Adobe Systems   1992 – 1993
Graphics software; Public company; 8,000 employees; Application Software industry.
Producer for Adobe Audition, a digital imaging starter kit.
- Designed user interface; managed development teams to product shipment.
- Full responsibility to launch 1.0 version.
Product Manager for Adobe Streamline (professional graphics software).
- Full responsibility to launch 3.0 version.

Hello Direct   1990 – 1991
Direct marketer of telephone accessories; 200-300 employee public company since acquired by publicly held GN Store Nord; Telecom Industry.
Director of Product Marketing
- Profit & loss responsibility for the 300+ products in the catalog.
- Introduced 75 successful new hardware products into the catalog, 18 of which were designed and developed in-house.
- Three product managers as direct reports.

Color Imaging Systems   1987 – 1990
Desktop scanners; 50 employee private company since acquired by publicly held Xerox Corporation; Computer Peripherals Industry.
Director of Product Marketing
- Profit & loss responsibility for the company's hardware/software product line.
- Managed the simultaneously delivery of three major new products that tripled corporate sales.

Education

Stanford University Graduate School of Business   1984 – 1987
M.B.A. Concentration in marketing.

Stanford University   1985 – 1986
Non-matriculating student in the School of Engineering.

Duke University   1978 – 1982
B.A. Economics. Departmental recognition.