

# Alexia Neves

650.537.0381

[alexianeves@hotmail.com](mailto:alexianeves@hotmail.com), [aneves@alexianeves.com](mailto:aneves@alexianeves.com)

<http://www.alexianeves.com>

## Summary of Experience

I have over ten years of web analysis, project management, as well as web/graphic design experience in high tech, retail and finance. I have excellent relationship management/people skills, including team leadership, excellent written and verbal communication skills, detail oriented, extremely organized, ability to motivate teams to deliver high quality product deliverables on time under stressful circumstances. I am able to work with intense deadlines, coordinate deliverables across multiple teams in parallel with multiple projects at once. In addition I have years of experience working with offshore development teams in Europe and India.

## Technical Expertise

- Adobe Photoshop, Adobe Illustrator, Visio, Teamsite, Dreamweaver, Site Catalyst, Teamsite, PowerPoint, Microsoft Word, HTML, wireframes, CMS & detailed technical requirements and more.

## Experience

### August 2010 - Present | **Web Product Manager**

Autodesk | One Market, Fifth Floor, San Francisco, CA 94105

- Web Product Management

Manage products on Autodesk.com relating to the software trial download experience, functionality and technology. Use Site Catalyst to pull data on traffic, bounce rates and more. Work with business partners to create A/B tests, continue to enhance the user experience based on results. Work with teams using Agile for development of new products and enhancements to the website. Work with team to create tactics for the Web Marketing roadmap. Research user experience, competitors, web technology and more.

### October 2005 - August 2010 | **Web Business Analyst**

Franklin Templeton Investments | One Franklin Parkway, San Mateo 94402

- Project Management  
Manage FranklinTempleton.com website redesign; research existing site structure, CMS architecture and write technical requirements on migrating existing site modules as well as new site components into the new design/CMS structure.
- Site Module Ownership  
manage issues/enhancements for site modules. Track user experience, web traffic and marketing promotions.



Work with Site Architects to enhance modules on both the front and back end. Work with marketing to create campaigns to promote and drive traffic to the site. Trouble shoot, analyze solutions and impacts for module enhancements.

- User Acceptance Testing

Once requirements have gone into build phase, test site modules, manage existing or write new use cases, manage scope creep due to UAT issues, work to resolve any open issues during UAT. Work with offshore India team to manage expectations, make educated judgments on items needed to be de-scoped for further issue resolution analysis. Test modules and deploy to staging server until all issues are resolved and then work with technical team to push site enhancements live to production.

- **Commentary Manager**  
Manage FranklinTempleton.com Commentary; Work with marketing on pipeline of incoming commentary and prioritize promotions based on fund performance and metrics. Manage front end commentary space as well as write requirements and manage commentary module enhancements.
- **Vendor Management**  
Work with vendors to create web campaigns; work with site Architects, Design and Development to create campaigns. Drive meetings, requirements and scope for vendor related projects.
- **Technical Requirements Documentation**  
Write technical CMS requirements, as well as detailed requirements for site modules by working with the site architect team.
- **Web Site Build Coordinator**  
Act as liaison between web development, site architects and design team to coordinate and create the new website FranklinTempleton.com. Manage the wire frame phase, design phase for compositions and to development for creation of templates.
- **Marketing Relationship Management**  
Work with marketing to capture existing and future content needs; work with campaign management in creating splash pages, email marketing campaigns, micro sites, web casts and more. Work with all teams to capture requirements and move from concept to completion within each project.

## Skills

- Web design; create site assets, compositions, wireframes, CMS wireframes using Visio, Photoshop and Illustrator
- Technical Requirements; analyze front and as well as CMS modules and write technical requirements to enhance or create modules for all websites managed by Franklin Templeton.com
- Web Project Management; manage web projects from concept to completion. Work as liaison between all technical and creative teams to gather, analyze and produce web content, templates, campaigns, requirements and more.
- Teamsite CMS system; manage content within CMS, work with technical teams to enhance CMS system, deploy content using CMS.
- User Experience Testing; test all modules, deploy content and resolve issues and document the process.
- Relationship Management; work with marketing content owners to gather campaign ideas, information and statistics to better serve client needs to create rich campaigns and a better user experience for all sites.

## October 1999 - 2005 | **Freelance Contractor: Alexia Neves Design**

### **Siebel Systems** July 2005 – October 2005

- Web Designer/Copy Writer/Producer/Project Manager – Contractor
  - Responsible for managing siebel.com international site conversions from English to their respective language. Oversee language translations and act as liaison between Web Marketing and Siebel International clients.
  - Use search engine optimization techniques to create Web copy for Siebel.com to ensure the site remains ranked number one in searches for CRM software.
  - Responsible for organizing and maintaining all marketing collateral on Siebel's online public Resource Library.
  - Manage internal Siebel customer portal for various clients such as Molson-Coors, GE and more by adding presentations, graphics, and marketing material and other miscellaneous items.
  - Manage Web marketing projects; working with Sharepoint and to help manage team's roles, responsibilities, milestones and project updates. Delegate tasks to team members and follow projects to completion.
  - Use Team Site to organize and manage Siebel.com and CRM onDemand.com
  - Create graphics, screen shots, flow charts, banners and other material using Adobe Illustrator, Adobe Photoshop and more.

### **Lussori (Lussori.com)** January 2005 –July 2005

Web Designer/Project Manager – Contractor

- Implement and collaborate on designing new micro sites for www.GTLuxury.com including Diamonds, Accessories, Blogs, Style Center and more. Design sites using Adobe Photoshop, Illustrator, Visual Studio and Dreamweaver.
- Collaborate with the interaction designer and product team to create compelling sections that will delight users.
- Work closely with the company owners to visually align our internal & external communications by supporting internal teams and individuals with graphics requests (diagram design, icons, logos, Web mock ups, etc)
- Work with Manufacturers on brand management and unique guidelines that the individual manufactures adhere to in order to maintain product/brand identity.
- Web Production - cut, crop and enhance hundreds of product photos for Website. Manage hundreds of product photos from manufacturers of time piece and jewelry lines.
- Manage Web production team member.

### **AllBusiness.com** November 2004 – February 2005

- Web Designer/Graphic Design/Web Production – Contractor

- Apply user-centered design processes to create high quality user experiences. Work closely with product manager and developers to define product direction and UI requirements. Support multiple projects in parallel development. Scoping, planning and managing multiple design projects from strategic product definition to launch. Designing interaction models, workflows, and user interfaces. Work with usability researchers to design and observe usability studies. Translating usability research findings into designs. Authoring design specifications.
- Maintain the Allbusiness.com Website and create graphic enhancements such as icons, buttons, and more. Build portal sections such as Blogs, Best of the Web and Business Advice.
- Tools used for design and development; Dreamweaver, ASP, HTML as well as Adobe Photoshop, and Adobe Illustrator.

**Siebel Systems** September 2004 – November 2004

- Web Designer/Copy Editor/Copy Writer - Contractor:
- Short term contract for Siebel.com launch in November of 2004.
- Member of eight person team redesigning Siebel.com using Teamsite, Dreamweaver, Homesite, HTML as well as Adobe Photoshop, and Adobe Illustrator.

**Visa, Inc.** December 2003 – September 2004

Web Analyst/Web Designer/Web Master/Project Coordinator – Contractor

- Provide user interface expertise from concept through development on internal document management system for the Web.
- Integrate Developer and User test feedback into the product definition and development process.
- Coordinate, lead and manage work of internal and external design resources.
- Work closely with a cross-functional team consisting of software marketing & product management, as well as, other representatives to develop and insure the success of future products.
- Freshen the look for existing Web sites by using Adobe design products along with Dreamweaver to edit existing and create new Web pages/sites using ASP.
- Analyze shared computer drive used by department and build Web interface in ASP using human factors data collected. Meet with individual content owners and organize content by topic on the back-end where files were stored. Once topics were organized, built the front-end interface to link content on the back-end.
- Help maintain portal content, existing server set up, monitor servers, run back up system as well as other miscellaneous Web Master duties.

**Intuit, Inc.** October 2003 – February 2004

Web Analyst/Web Administrator/Content Manager – Contractor

- Assist with the migration of the existing Legal department intranet content to a new intranet design in February 2004.
- Met with Vice President of Legal to help build the Web model for the department. Research Legal Department human factor data and implement them into the intranet model based on guidelines from the Web team. Held two major department presentations explaining the dynamics of the new intranet and its purpose. Storyboard future look and feel of intranet as well as steps to migrate content.
- Met with Legal Counsel on an individual basis to help analyze their needs and build their sub department pages. Manage the new intranet content, migrate existing content into new model using Macromedia Contribute.
- Work with developers and Web team to QA intranet and manage intranet bug tracking system for the Legal Department. Update daily intranet reports using Intuit Quickbase.

## Education – Notre Dame de Namur University, Belmont, CA

June 2012 | **Technology Management with Human Services Emphasis**