

George Schneiderman

CONTACT

george.schneiderman@gmail.com
georgeschneiderman.com/portfolio
www.linkedin.com/in/georgeschneiderman

(347) 563-4093
New York, NY

SUMMARY

Fifteen years of software development experience, in UX design, product management, and business analysis roles, working on both in-house and consulting projects, in both agile and waterfall environments.

Technology Experience: User Research. Wireframing. Web & Mobile UI Design. Lean & Agile Methods. User Stories. Data Visualization. Software Requirements. Functional Specifications. Data & Object Modeling. Statistical Data Analysis in R and Excel. HTML, CSS, JavaScript, SVG, D3, Dimple. Sketch & InVision. InDesign.

PROFESSIONAL EXPERIENCE

Wireless Generation / Amplify Education

2006–2015

Senior Product Designer (2006–2012) / Principal Business Analyst (2012–2015)

In-House Product Work

mCLASS Beacon is an assessment platform offering assessment blueprinting and creation, online and scanned paper administration, teacher reporting, and high-quality innovative assessment content

- At different times I was lead designer (owner of product design from a UX perspective), product owner, spec writer, and analyst, working with customers and developers to design the best solution
- Designed and spec'ed two key class-level interactive web reports
 - The **Learning Map** (for which I co-hold two patents) is a visual representation of the progression of math standards, using a hexagonal grid. Student and Class Maps are color-coded based on assessment data, and offer zoom and drill down capability.
 - The **Matrix** provides a tabular representation of a class (students in columns), with the ability to reorder the rows in various ways to support various types of analysis, such as aggregating questions by standard or by passage
- Designed and built complex spreadsheet-based tools to estimate likely outcomes on new Common Core tests, and to make cut score recommendations that take into account performance data
- Analyzed item statistics, reviewed items, managed item alignments, and used statistical techniques to develop sound approaches to the awarding of partial credit

mCLASS Math and **Reading 3D** have been used with millions of K–3 students, to help identify those who need additional supports to succeed, and to track whether the supports provided are working

- Lead designer (owner of product design from a UX perspective) on mobile interfaces that teachers use to administer assessment and record student performance, and on teacher web reports
- These products have been the company's most reliable revenue stream, with very high renewal rates

Burst:Reading uses assessment data to identify students needing similar remediation, and then custom generates 2 weeks' worth of targeted activities for small group instruction (after which the process repeats)

- Original product owner / lead designer; developed requirements, created wireframes and specs

PROFESSIONAL EXPERIENCE (continued)

Wireless Generation / Amplify Education (continued)

Consulting Engagements

PARCC and Smarter Balanced assessment reporting contracts

- Worked on both engagements as a subject matter expert in assessment data and data visualization

Shared Learning Initiative / InBloom – \$44 million contract funded primarily by the Gates Foundation, to build an open source infrastructure for the secure online exchange of student and educational data amongst schools/districts and software providers

- Worked with the customer and tech leads to determine and refine requirements, develop a data model, and define the right business rules for access to student data

ARIS (Assessment Reporting and Innovation System) – \$80 million contract with NYC Schools; Wireless was originally a subcontractor to IBM, but took over the project after IBM failed to deliver working software

- Lead designer and spec writer for all data dashboards; worked closely with client representatives
- Resident expert on all the assessment and other educational data

The Grow Network

2004–2006

Product Manager, Summative Assessment Reports (“Grow Reports”)

- Grow contracted with states and districts (including Chicago, NYC, MD, and NV) to provide printed and web-based student test reports for parents and class test reports for teachers
- Focus on helping teachers and parents to understand and act on the data

Antenna Software

2000–2003

Sole UX designer and business analyst at a small startup

- Worked with customers and users to identify system requirements
- Designed mobile interfaces to connect field technicians to job tracking and inventory systems, such as Siebel and Clarify
- Worked closely with major clients including Pitney Bowes and Perkin-Elmer

United States Air Force

1995–2000

Communications / Information Officer

- Software analyst, Air Force Operational Test and Evaluation Center
- Project manager, Air Force Research Laboratory, Space Vehicles Directorate
- Managed university and small business research grants and evaluated vendor RFP responses

EDUCATION

University of New Mexico. Master of Arts, History and Media Arts.

2000

Harvard College. Bachelor of Arts, Computer Science. *Cum Laude.*

1995