

Professional Summary

Versatile technical generalist who feels equally at home in strategic situations where a direction is set; in planning and analysis activities where a product is being designed; and at the command line writing code and making the thing work. Demonstrated ability to translate ideas and concepts into products through leadership, communication, and technical skill. Experienced in working in many types of environments, from technology startup to highly structured corporate IT to marketing and product development teams.

Employment History

Nov 2004-Present

Freelance IT Consultant

Self-Employed

Projects & Roles:

- **Product Manager, Polka Networks**
 - *Developed Product Roadmap, development process, and initial application prototype for early-stage startup.*
- **Lead Architect/CIO for SpaceShot, Inc.**
 - *Product Development for start-up online tournament. Project Management, Coordinate, Information Architecture and software architecture direction to a small development team. Coordinate the design, content and development teams to ensure product direction is consistent. The team is fully remote – communication takes place through email, web tools, and conference calls.*
- **Enterprise Information Architect. Client: Sony Electronics, Corporate IT**
 - **Master Data Management Strategy.** Analyzed data flow across a wide range of interconnected, interdependent systems to determine how best to create a Master Data repository or service while minimizing impacts on individual systems and stakeholders. Created documentation to describe currently implemented Customer, Product and Sales Rep data models. Worked with cross-functional IT teams to define data interface requirements for their systems and processes. Led the development team for the initial centralized data feeds for Product and Customer data. Developed data interface requirements between future Warehouse Management System and Order Management Systems (SAP and Oracle).
- **Business Analyst / Information Architect. Client: Leading athletic footwear, apparel and equipment company.**
 - **Assortment Planning and Sales Order Capture Tool Design:** Worked with business and IT stakeholders to develop business requirements to meet specific goals for the client's leading-edge Product Planning, Marketing, and Sales processes. Created phased rollout plan for custom tool, given needed data access and reporting features. Facilitated deliverables from business analysts, UI designers, and Technical Architects to ensure that at each stage, the tool would meet the business need while also being friendly and easy to use for the product marketing & merchandising teams, sales reps and account managers tasked with providing the planning data. Created documentation templates customized for client's particular development team and process.
 - **Implementation of Sales Rep Order Capture Tool:** Worked with business stakeholders and the development team to clarify and prioritize a large list of features into a fixed timeframe. Wrote detailed use cases & functional specifications to represent testable user-facing milestones. Enhanced and updated UI designs for this Microsoft .NET application.

Mar 2000-Oct 2004

Functional Analyst / Solution Architect / Project Manager

[Razorfish Inc/sbi.razorfish](#) (San Francisco, CA)

As a Solution Architect, I was responsible for accurately translating a client's vision into a successful product from requirements to rollout through: Requirements Definition; Functional Design and Specification; Use Case and test case

definition; System and Data Modeling; Definition of measurable success metrics for projects and programs; Defining and supporting project methodology to fit into our client's culture; Translating between technical staff, creative team, and business stakeholders to insure all have a clear project vision

In addition, I was responsible for leading the Functional Analyst community for Razorfish on the West Coast by: Career Coaching three individuals; Writing white papers and presenting to industry groups and SIG's; Working with Business Development team to pitch and sell projects

Projects:

- *Execution and Rollout of Marketing email for credit card reward program.*: SBI team worked with client, three other vendors to integrate user data between the reward program system and CheetahMail, our select email vendor. My role was to develop the requirements and specification for the email portion of the system, including data schema, business processes to send monthly and triggered email based on personal data. I worked directly with the system developers, creative team, and email marketing operations to insure that the system performed as required.
- *Strategy and Planning for online offering for various clients, in financial, consumer and utilities sectors.*: My role included performing a technology audit, developing a features/functionality matrix based on the strategic goals, and developing a roadmap for a multi-year rollout.
- *Custom Content Management and Web Site Publishing System for Cisco Systems*: During this 2.5-year project, I played a key catalyst role on a team of about 200 designers, developers, business users and stakeholders, taking the project from a visionary and prototyping stage to the successful rollout of an enterprise-class system. I developed the functional architecture and semantic model for the metadata-driven web site; led prototypes to test technical solutions and business assumptions; facilitated and moderated requirements and design sessions for several releases; established development processes which merged web-based development with existing IT processes; acted as primary power user of the publishing system through development, QA and rollout; evangelized the solution internally through training sessions, presentations, and demos; designed and developed prototypes of User Interface for Metadata visualization.
- *Online Customer Relationship Management System for a client in the Entertainment/Travel industry*: This project was a large-scale effort of bringing the client's offline CRM system to their web site. I participated in and moderated requirements and design discussion; helped to improve the development process by bring the creative and technical teams closer together through collaborative working sessions; defined and wrote functional documentation deliverables (use cases, specifications, and test plans); and trained and managed other Functional Analysts.
- *Complete implementation of Java Web Application for DNA Direct, a genetics testing startup*. This project was implemented using the Agile development methodology, with a small development team distributed across two different locations. I led planning games with the development team and the customer, organized the testing, and managed communication with external vendors.

Mar 1999-Mar 2000

Interface Developer

Razorfish Inc (San Francisco, CA)

As a Developer, I was responsible for: Implementation of web sites and applications using a variety of technologies, with a focus on the User Interface elements; Assessing clients' IT infrastructure to determine how a solution implementation would fit their needs; Developing prototypes of UIs and technologies

Projects:

- *Cisco.com content Migration*: Developed Perl scripts to clean HTML content before importing into new system.
- *Java 3D Search Engine for Excite*: Enhanced and upgraded graphical client for Excite Extreme search engine, including internationalizing the tool in Japanese, Chinese, and Korean
- *User Interface for Bio-informatics portal*: Developed UI and servlets to bring genetic analysis tools online. The back-end system was written in Java and Oracle, and the UI was developed using ATG Dynamo.
- *Documentum.com*: Implemented the web site using Documentum 4i publishing and content management tool. Managed small development staff and acted as liaison to our technology partners.

Jan 1997-Mar 1999

Anca Mosoiu

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Oakland, CA 94606

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Software Engineer

Thinkfish Productions/Viewpoint Datalabs Inc / Computer Associates (San Francisco, CA)

Developed interfaces and features for the LiveStyles non-photorealistic 3D rendering engine, including: User interface for LiveArt 1.0 (a Microsoft Office plugin for creating 3D clipart) product; QuickDraw 3D plugin for Macintosh and PC; Parameter-driven generic editor for LiveStyles; Automated image-generation utility for testing our tools and creating clipart; Prototype of network diagramming tool using Java. The tool was part of a series of prototyped dashboards designed to show information about the state of a system or a company at a glance by using visual metaphors.

Aug 1995-Oct 1996

Professional Services: Solution Engineer

OneWave (Watertown, MA)

Provided technical sales support and services for OneWave, a systems integration company. Developed applications that integrated various ERP systems (e.g. PeopleSoft, SAP), databases (e.g. Informix, Oracle, SQL Server), and custom-built servers to bring key functionality to end-users via the intranet or internet. Traveled extensively to customer sites and helped them build and deploy their own OneWave applications. Clients included Shell, Associated Foods, and PeopleSoft.

Jun 1994-Jun 1995

Assistant, then Head Manager

MIT Student Center Committee: 24-hour Coffeehouse (Cambridge, MA)

Duties included supervising and training staff, inventory management, working with vendors, and marketing the Coffeehouse. Started Sunday afternoon live music series.

Undergraduate Research Program

May 1994-Sep 1994

MIT Media Lab - Vision and Modeling Group

Designed and implemented a user interface to a body-modeling system using Open Inventor on SGI/Irix.

Jun 1993-Sep 1993

MIT Dept. of Architecture Computer Resource Lab

Developed utilities for Autocad using its C API.

Education

Massachusetts Institute of Technology

Bachelor of Science in Computer Science, June 1995

Skills

Non-Technical: Excellent Communication and Presentation skills, Project Management, Technical writing, Business Process Modeling, Expert user of Microsoft Office products (Word, Excel, Visio, PowerPoint), Information Design.

Technical: Software Design and Development Methodologies (OO, RUP, Extreme Programming), Programming (Java, C/C++, Visual Basic, Perl), Basic Systems administration for Windows 2000 and Linux, Databases/SQL (Oracle, MySQL), XML/XSL, Web Application environments (Apache, Tomcat, ATG Dynamo).

Publications

Anca Mosoiu

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- Anca Mosoiu, Brett Lider. "Building a Metadata-Based Website". [Boxes and Arrows](#). Apr 2003.
http://www.boxesandarrows.com/archives/building_a_metadatabased_website.php.