

Irina Zaks

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Web Development / Product Marketing

Summary of qualifications:

- Expertise in planning and implementation of a complete product development lifecycle within budget and on schedule
- Thorough knowledge of enterprise system design: reliability, scalability, cost-of-ownership
- Ability to meet deadlines and work under pressure, to learn new products and concepts quickly
- Excellent communication and organizational skills, comfortable working with technical and non-technical individuals at all levels, work well independently or in a team

Toolbox:

Web HTML 4.0, CSS, JavaScript, CGI, PERL, XML/XSLT
Adobe Photoshop, ImageReady, Acrobat, Illustrator, PageMaker, InDesign
Macromedia Dreamweaver, Flash MX with ActionScript, Fireworks
Office tools MS Office (Word, Excel, PowerPoint), MS Project, Visio
Platforms: LINUX, UNIX, Windows, RTDB, Aspen InfoPlus, MS SQL

Experience:

Stanford University, Palo Alto, CA

2004 - present

Web Developer, Medical School IT department

- Support of existing school websites and development of new sites
- WebHelp and Training

Web Editor for Stanford Report

- Published online version of Stanford Report (Dreamweaver, content management system)
- Developed new workflow for processing Word articles into InDesign documents for print processing and xml documents for web, including
 - Workflow automation using AppleScript
 - InDesign templates with Style-to-Tag xml mapping
 - XML/XSLT to pre-process xml files for import into content management system

I-Ring Consulting, Mountain View, CA

<http://iringweb.com>

Marketing and project management consulting. Major projects include:

- News2web Publishing system and web design for Los Altos Town Crier newspaper
 - Complete web publishing solution with improved workflow with Word/InDesign/XML-XSLT components
 - System design based on discussions with the customer
 - Product Requirements for engineering, GUI design
 - User Manuals, training, product marketing materials
- Videoconferencing Translation/interpretation network for remote medical services - development of technical proposal for VC funding
- Formail.biz/E-mail management server - complete product marketing
- Software Product Marketing eGroup - Strategy Team member

Symphony Systems, Campbell, CA

2000 - 2002

Product Marketing Manager

Developed and executed a strategy for delivering a data collection/storage/analysis server for semiconductor manufacturing. The product improved tools productivity by ~15% which resulted in \$75K - \$200K saving per year per tool.

- Completed MRD based on market research and customer requirement analysis
- Analyzed pricing and ROI jointly with sales force
- Wrote PRD, reviewed product engineering documentation, prioritized product features

- Developed requirements for Network Monitoring system and Data backup and recovery system
- Planned and executed product launches (sales collateral, advertising campaign, SemiCon show)
- Coordinated timely delivery of the product with hardware vendors, engineering, sales, and customers
- Scheduled deadlines and inspired project team to meet those

SAT Corporation, Sunnyvale, CA

1998 -2000

Product Marketing Manager, RF monitoring systems for wireless communication systems

Responsible for developing a wireless carrier management application suite. New product increased company sales of by ~40% and led to procurement of the company.

- Completed MRD and PRD for next generation of the product
- Included Network Management system into the suite of applications
- Reviewed engineering specs for consistency with customer requirements
- Led the team and hardware vendors in timely delivery of the product
- Managed Hewlett Packard Channel partner relationship
- Developed technical marketing materials (data sheets, brochures, web site, etc.)
- Responded to RFPs and prepared unsolicited proposals with the accent on price/performance

Space Systems Loral, Palo Alto, CA

1995 -1998

Ground Systems Department, Network Product Manager

- Developed system requirements for network design for on-site communication support
- Configured, customized and tested the network system, documented network configuration
- Developed software for processing of IOT systems data

Business Ventures/Eastern European Program, Program Coordinator

- Venture development for rural telephony project for Russia and East Europe, including market demand research, analysis of potential system vendors, technical and organizational issues of system integration and implementation
- Participated in development of proposal for joint manufacturing of communication satellites with Gascom/Energia (Russia), including preparation of specifications
- Worked with Sales, Systems Engineering, Operations and Legal departments to ensure timely completion of the program

Grant Skills Center, Sacramento, CA

1991 - 1995

Program coordinator

- Planned program activities, interacted with the customers, analyzed market requirements, formed and lead the team to perform successful on time completion of projects
- Developed training curriculum and conducted training classes
- Wrote grant proposals, including schedules and budgets.

Latvian University, Riga, Latvia, USSR

1988 - 1990

Research Associate

- Developed and managed network accessible database for retrieval of scientific and conference related information
 - Developed software for calculation of semiconductor materials electronic structures
- Two publications in scientific magazines.

Education:

1997 -1999 Telecommunication Engineering, UC Berkeley
 1996 Satellite Systems Design and Engineering, Launch Space, Washington, DC
 1982 - 1988 MS Physics, Latvian University, Riga, Latvia, USSR
 1981 - 1982 Art School, Riga, Latvia, USSR

Hobbies: mountaineering, web design