From: doug mayo-wells
To: ezwirko@town.arlington.ma.us
Date: 08/16/2018 05:28 PM
Subject: Arlington Bicycle Advisory Committee Executive Board Vacancy

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Dear Ms. Zwirko,

I'm writing to express my interest in the Arlington Bicycle Advisory Committee
executive board vacancy.

I've attached my resume per your request. I don't have any public policy
experience, but I do think I have ample qualifications that would enable me to
contribute effectively in this role.

Since March of 2017 I have regularly attended ABAC meetings; volunteered at events
including Town Day, bike counts, and bikeway cleanups; and participated in
subcommittees.

I have substantial professional experience in graphic design, information
architecture, and user research, and avocational experience in related disciplines
like wayfinding.

I believe that cycling can be both an effective, sustainable means of transport
and a healthful form of exercise. I'm deeply committed to advocating for balancing
the needs of drivers, cyclists, and pedestrians, and increasing the safety of road
and trail use for all travelers.

I'd like to say about more about inclusivity – one of the central doctrines of our
design team at Google team is, "you are not the user." This means we do not
design and deliver experiences for people just like us – we consider people with a
myriad of different backgrounds, different levels of comfort with technology,
paying different levels of attention, accessibility challenges, the list goes on.
That has taught me to be mindful that although I am "a" cyclist, I am not "all"
cyclists. I had a profound experience last year: I was reading research about
various traffic calming and bike/pedestrian safety initiatives. I found it eye-
opening that there was a gender discrepancy in attitudes toward some of these
techniques: some male riders oppose them, but their adoption in many locales has
been found to increase both the overall cycling use and the diversity of the
cycling population. I will continue to seek out research that challenges my
preconceptions, and will actively work to solicit the opinions of all users of the
Arlington transportation and recreational bike/trail infrastructure.

I've been an Arlington homeowner and cycling commuter since 2008, and a
recreational user of the Minuteman trail since 2002. I'm a longtime cycling safety
advocate, and frequent participant in Harbor to the Bay and other fundraising
rides. While employed at PerformTech, I worked for Ms. Katie Moran, a former
executive director of Bicycle Federation of America and Pedestrian/Bicycle safety
management specialist at the National Highway Traffic Safety Administration
(NHTSA) – during that time we had many conversations about cycling safety and
related issues. While employed at the University of Maryland, I worked on a

graduate level course in fluid dynamics, which sparked an ongoing interest in how fluid dynamics can be applied to traffic flows.

I believe my continuous employment at ITA Software/Google since 2006 speaks to my stability. During my time at Google I have taken many classes and participated in workshops to bolster my communication, leadership, and negotiation skills, recently including a workshop for potential board members of nonprofit organizations. I've been certified as a facilitator of focused design and brainstorming exercises. At Google I've also led numerous research efforts, including designing, administering, and analyzing attitudinal surveys, and interviewing users to gain insight into proposed changes. I can bring all these skills to bear for the Bicycle Advisory Committee, as appropriate.

I'd be eager to further discuss how I might be of benefit to my community in this role, and invite you to contact me by email or phone,

Thanks for your consideration,

Doug Mayo-Wells

D Mayo-Wells Resume.pdf

Doug Mayo-Wells

Summary

Interaction designer with multi-platform experience, particularly in hotel and flights verticals. Familiar with a range of rapid prototyping and front-end development environments. Background in accessibility compliance and instructional design.

Experience

Google: Senior Interaction Designer

Apr 2012 - Current
Working on a variety of launched and experimental products related to travel (primarily hotels). Emphasis on reducing transaction friction/abandonment and improving user satisfaction/growing user base. Close coordination with other products/teams within Google (e.g., Maps, Search, Ads) to align and extend interaction models. Facilitate cross-functional brainstorming and rapid prototyping sessions.

Google: Designer

Apr 2011 - Apr 2012
After Google acquired ITA Software, I continued as lead interaction designer for Passenger Services System (PSS, discontinued in 2013). PSS was a suite of applications covering all aspects of booking and managing flights. During 2011-2 my focus was primarily on the applications used by airport-based airline employees. I worked closely with the product team to brainstorm solutions to avoid schedule slips without sacrificing functional requirements. Complying with evolving border control and security requirements was a particular challenge.

ITA Software: UI Designer

Aug 2006 - Apr 2011
Between August 2006 and May 2009 I worked primarily on the PSS application for call center airline employees, including functionality for rebooking, issuing refunds, and addressing special/medical requirements. I developed and conducted numerous usability tests with the original launch partner, including the development of part-task operational prototypes. I also contributed front-end code to the product (primarily CSS and JavaScript; some JSP). From May 2009 through April 2011 I worked primarily on the airport employee application.

While at ITA, in addition to PSS, I contributed design work to ITA's Android/iPhone flight search app OnTheFly, ITA's "Matrix" flight search demo, and the events database demo for a semantic web tool. I also supported numerous marketing initiatives.

NLG Vacations: Senior UI Developer

Oct 2005 - Aug 2006
User interface design and client-side development and implementation of a proprietary suite of travel booking applications.

Mayo-Wells Media Workshop: Principal

Mar 1996 - Aug 2005
Provided web development/implementation, accessibility and usability consulting, e-learning/multimedia, training support, and technical writing services. Clients included Delta Air Lines, Forrester Research, The New England College of Optometry, New Riders Publishing, the National Association of Securities Dealers (NASD), the Federal Deposit Insurance Corporation (FDIC), the Department of Energy, the Naval School of Health Sciences, the Federal Aviation Administration, the Federal Acquisitions Institute, and the Defense Acquisitions University (DAU). Teaming partners included C2 Technologies, Dazzle Technologies, Multimedia Professionals, Inc., and PerformTech.

PerformTech: Technical Director

Apr 1997 - Aug 2001
Recommended overall corporate technology strategy. Participated in all project phases from initial marketing contact, through up-front analysis, development, and evaluation. Clients included the U.S. Environmental Protections Agency, the Department of Housing and Urban Development, the U.S. Air Force, a Major Pharmaceutical Corporation (under non-disclosure), DAU, FAA, and FDIC.

Universal Systems Incorporated: Senior Programmer/Analyst

Feb 1994 - Feb 1996
Recommended training system architectures and software. Developed templates for use by other staff. Served as team lead in programming efforts. Marketed and managed projects. Clients included Wm. C. Brown Communications, Microprose, Xerox, and NASD.

Applied Science Associates: Senior Programmer/Analyst

Nov 1989 - Mar 1994
Programming team lead. Developed interactive courseware. Clients included Delta Air Lines,

the Defense Logistics Agency, the U.S. Army, the U.S. Navy, and FAA.

The University of Maryland University College: Programmer

May 1984 - Nov 1989
Developed interactive courseware. Clients included Control Data Corporation and a consortium of nuclear reactor utilities.

Education

The University of Maryland, Baltimore County
B.A. English Literature (1983-5; incomplete)

Publications/Presentations/Awards

Database-Driven Authoring Systems,
1999 MacroMedia Users Conference, San Francisco

Authorware 3 Internal System Functions Professional Reference, (Contributor)
1996 New Riders Publishing, ISBN 1-56205-599-2.

1942: The Pacific Air War Gold (Lead Designer - Multimedia portion)
1994 MicroProse, ISBN 1-55884-413-9.

Invision Awards Bronze Medal; Technical & Creative Excellence - Best Programming,
1993 (for Troubleshooting Techniques videodisc training program).

References and project summaries are available upon request.

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December 19, 2018

Doug Mayo-Wells

Arlington, MA 02474

Re: Appointment: Arlington Bicycle Advisory Committee

Dear Mr. Mayo-Wells:

As a matter of the standard appointment procedure, the Select Board requests that you attend a meeting of the Select Board at Town Hall, Select Board Chambers, 2nd Floor, 730 Massachusetts Avenue, on Monday, January 7th at 7:15 p.m.

It is a requirement of the Select Board that you be present at this meeting. Your presence will give the Board an opportunity to meet and discuss matters with you about the area of activity in which you will be involved.

Please contact this office to confirm the date and time with either Fran or Ashley at the above number.

Thank you.

Very truly yours,
SELECT BOARD

Marie A. Krepelka
Board Administrator

MAK:fr