

Brendan John Edwards

Contact Details

Address 70 Camp Road, Langwarrin South, Victoria, 3911

Mobile 0407 526 745

Email Brendan.Edwards1@team.telstra.com

Current Role Senior Research Technologist

Competencies

- Analysed, identification and recommendation of process, reliability and customer experience improvements to various projects enabling increased service quality perception and a reduction in help desk calls.
 - Bigpond On-line Registration Process using non PC devices
 - Mobilaris middleware recommendations
- Managed and coordinated , project deliverables and client interaction
 - Video mail project during leaders absence
 - Geckomail / Pmail email aliases identity management project
- Co-ordinated and chaired internal, multiple business units and external clients for potential business opportunities.
- Conceptualised novel products and services and assessing customer and infrastructure benefits and impacts
 - iTV Communicative Services User Interface (ICSUI)
 - Evaluating Video Mail with potential 'Value Added' Services
- Simplified complex service concept for client to demonstrate Value Added Services to external ISP's.
 - Geckomail / Pmail email alias and identity management application for Telstra wholesale
- Promoted accessibility and Interactive Television design principles for development and evaluation of products, services and customer experience requirements.

Achievements

- Recommendations to improve service access by non PC devices accepted
- Self initiated report educating stakeholders of requirements for selecting new video mail applications and products received a very positive response from client.
- Member of TRL Staff Consultative Committee using interpersonal skills to liaise and converse with diverse and geographically separated staff to report concerns to management
- Provided technical advice assessing application and development team of proposal for Telstra Broadband Development Fund project (2000)
- Mentoring team member in staff and project management, project deliverables and work balance
- Co-ordinated and chaired multi business unit conference in XML, single content publish philosophy
- Gave independence to a work colleague with the use of a speech operated power switch for a heater
- Instigated demonstration of concept based searches for crime analysis to Australian Federal Police (AFP)
- TRL High Achievement Award for Intelligent Information Navigation (1998)

Qualifications

2006	Master of Arts (Virtual Communications) RMIT University, Melbourne, Victoria
	Research Paper: Can emotional cues be employed in Internet Communications Technologies to establish, sustain or increase membership participation in a Community of Interest? I proposed a new <i>Emotional Consumer Model</i> based on <i>Recognition and Anticipation, Perception, Motivation and Memory</i> replacing the traditional Rational or Logic consumer model
1997	Diploma of Engineering Barton Institute of TAFE, Melbourne, Victoria
1997	Associate Diploma of Engineering (Computer Systems) Barton Institute of TAFE, Melbourne, Victoria
1994	Associate Diploma of Engineering (Electronics) Moorabbin College of TAFE, Melbourne, Victoria
1990	Certificate of Technology (Electronics) Moorabbin College of TAFE, Melbourne, Victoria
1985	Basic Electronics certificate Moorabbin College of TAFE, Melbourne, Victoria

Work History

Telstra Research Laboratories (TRL)

1987 - Present

Location Based Services

mid 2005 - Present

- Evaluated the technical and user requirements of mobile network middleware application used for network based Location Based Services - in this case Mobilaris emulator.
 - Recommended simplification of installation process and branding opportunity for Sensis directory Services in emulator mapping application
- Designed process to simply evaluate suitability of GPS handsets and test sites
 - [GPS Handset Evaluation Guidelines](#) TRL DME 17637
- Analysed Location Based Games used by Telecommunication providers including business models, pricing and technology compatibility with Telstra networks.
 - [An Overview of Location Based Games deployed by](#) TRL DME 14254
- Coordinated Business Unit Training Course for Technical Writing negotiating time and budget constraints (Writing technical Documentation, New Horizons)

Identity Management - Email Aliases

mid 2004 - mid 2005

- As Project Leader, managed project development, documentation and handover to external client (Firstwave)
 - Monthly progress reporting and deliverable completion
 - Documented and simplified processes for installation and operation.
 - Documented concept, competitive analysis for clients
- Unix and Java programming tools for application development, archiving and transfer of project to client

Development and Evaluation of Broadband Applications for Internet (Video Mail)

2000 - mid 2004

- Managed Video Mail project during team leader's absence.
- Developed preliminary business requirements specifications for project stakeholders outlining product selection and implementation issues of convergent video services.
 - [Development of a Video Mail Selection Criteria](#) TRL DME 7447
- Developed novel test services for product, architecture and specification evaluation
 - [Evaluating Video Mail with potential 'Value Added' Services](#) TRL DME 7448
- Assessed wide range of products to determine requirements benchmark then coordinated relationship with product developer to provide an application server for extended evaluation. ([Inspar Mediaposter](#))
- Evaluated and reported on suitability of video based applications, products and services on an ad hoc request basis against the developed benchmark.
- Technical advisor for Telstra Broadband Development Fund review assessing development team and product – in this case : Versereo Broadband Server (Project 139)

Interactive Television and Internet on TV (iTV)

1998 - 2000

- Conceptualised a novel iTV application and described potential service applications and network impacts.
 - [iTV Communicative Services User Interface \(iCSUI\)](#) TRL DME 2866
- Mentored team member in use and operation of web graphics and development applications (Fireworks, Dreamweaver) and in particular how these will be used in project estimation and staff management.
- Co-ordinated and chaired multi business unit presentation of XML for cross platform content delivery and write once, publish anywhere paradigm. Participants included Corporate Accounting, t.com, and Telstra System User Documentation. Introduced possibility of leveraging technology and licensing company wide.
- Evaluated Bigpond on-line registration process with non PC internet access devices including Ezenet Internet on TV Set Top Unit and Sega Dreamcast games console.
 - Recommended modification of on-line registration site and process for non-mouse devices. The recommendations were accepted and site modified.
- Evaluated speech recognition devices and developed speech based applications for simple navigation.
- Designed, built and reported on-line survey for iTV trials using television design principles and HTML.
- Secondment to t.com (Melbourne) Telstra portal for web site link compliance testing
- Attended International Web Accessibility Summit, Interactive Information Institute, RMIT University
- Attended Web Content, Creation and Acquisition Conference (Net Fest), Melbourne

Natural Language interface for Intranet Information Retrieval

1997 - 1998

- As programmer, developed text processing and manipulation applications (C++ and MS Visual studio) and built text based grammar stop lists to expand search results beyond simple keyword matching.
- Conducted Level 2 and 3 support for internal enterprise trial of search engine
- Designed, conducted and reported on benchmark evaluation of precision and accuracy for Director of Research Laboratories comparing TRL search engine against best of breed currently available.
- Instigated demonstration of concept based searches for crime analysis to Australian Federal Police (AFP)
- Transferred to Information Technologist from Technical Officer
- Received TRL High Achievement Award for Intelligent Information Navigation

Mobile Base Station Antenna Compliance Evaluation

1996 - 1997

- Developed software application for instrument control and measurement using HP Basic and GPIB interface, assisted in the recording and reporting of antenna specifications and assisted in the management and decommissioning of antenna test facility
- Assisted in the development of a new Near Field antenna measurement technique and conducted antenna pattern measurements using the new technique.
- Completed Riggers and Dogman certification (still current)

Remote Area Power Supply (RAPS) Field Sites

1991 - 1996

As a Senior Technology Officer I assisted in the measurement and evaluated solar panels Australian standards from Australian and International vendors including prototype, pre-production and field samples. As part of that role I also managed and maintained field sites and the Solar Testing Facilities at the Telstra Research Laboratories. Other projects included managing and maintaining the Remote Area Power Systems (RAPS) field site that was a collaborative venture partnered with CSIRO, Energy Victoria and Tortoise Head Lodge on French Island. I liaised with the property owners and other parties relating to site access and other interactions.

T200 (Telstra Standard telephone) Failure Analysis

1990 - 1991

After the introduction of the new Telstra Standard Telephone, the T200, high numbers of the devices were returned under warranty and after analysis had: 'No Fault Found'. During analysis, I discovered that user behaviour and unfamiliarity with the operation of the new telephone hook switch was a significant factor in numbers of reported faults. Changes were instigated to modify the hook switch design.

Recommended and Implemented Design Improvements to High Voltage Test Equipment and Processes

1990 - 1991

As a Technical Officer I measured the compliance of over voltage protection devices used in various telecommunications equipment. As an end user of the in-house designed and custom built test equipment, I assessed, coordinated and implemented process, reliability and usability improvements of the equipment. This increased the throughput and accuracy of the results provided.

- Promotion 2 to Senior Telecommunications Technical Officer 2 from Telecommunications Technical Officer

Completion of Certificate of Technology and Traineeship

1987 -1990

Trainees participated in six month rotations between departments while completing final stages of certificate qualification.

Other Interests	
1987 – Present	Scuba Diving Qualified NASDS Master Diver <ul style="list-style-type: none"> • Preparing to become qualified PADI Scuba Diving Instructor 2005 • Australian and Overseas locations including Exmouth Peninsula (WA), Bicheno (Tasmania) Port Philip Bay (Victoria), Antarctica, Easter Island (Chile) and Galapagos Islands (Ecuador), Ushuaia (Argentina)
1984 – Present	Volleyball <ul style="list-style-type: none"> • Hard court and Indoor Beach • Best effort was Bronze in 2002 World Masters in St Kilda, Victoria
1997 - Present	Member of TRL Emergency Control Organisation (Fire Warden) <ul style="list-style-type: none"> • Collector of mechanical clocks • Social Dancing (Swing, Salsa, Ballroom) • Achieved Queen Scout Award