

SCOTT CHRISTOPHER ROMACK

UX Design & UI Development Experience

<http://romack.net>

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EXPERIENCES

Lanvera =>

SENIOR UX/UI

SEPTEMBER 2016 - Date.now();

Evangelize Lean UX to couple with agile development styles. Led effort to standardize and modernize all web products which translated into re-writing core product in modern javascript front end with angular and material design as a visual starting point for adaptive user interface on all devices. Used Lean UX and design thinking to bring all stakeholders to the design table while still maintaining focus and consistency using Sketch & InVision

Avaya

SENIOR UX/UI

JAN 2013 - SEPT 2016

Applied UX design and experimentation to get continuous improvement into the User experience and not just code development. Used Lean UX techniques to humbly extract insights from all team members rather than just formal designers

Dotvita

SENIOR UX/UI

MAY 2012 - DEC 2012

Implemented creative design and front-end code for resolution independent HTML5 CSS3 & jQuery interfaces that work in any mobile or desktop device out of the box without having to set up a different mobile domain and site.

Amplifcommerce

SENIOR UX/UI

2011 - 2012

Design front-end code and integrate HTML5 CSS3 and custom jQuery interfaces for high-end e-commerce websites leveraging Oracle's ATG platform.

Archipelago Learning

SENIOR UX/UI

2010 - 2011

Redesigning core product suite and developing front end code using HTML5 mobile web technologies jQuery and custom CSS framework and more importantly added UX and usability to the design focus.

Bazaarvoice

SENIOR UX/UI

2009 - 2010

Bazaarvoice does white-label online ratings for the likes of Dell, Macy's, Best Buy. The implementation designer creates css to seamlessly fit the online ratings and other social media into the client's existing page.

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EXPERIENCES 2

Exhibit Group

USER EXPERIENCE DESIGN & FRONTEND ARCHITECT

2009 - 2009

Designed and coded support materials for tradeshow exhibits in print, web, flash, and html email (blah). Used salesforce to track email campaigns.

Enilon

USER EXPERIENCE DESIGN & FRONTEND ARCHITECT

2009 -2009

Front-end coded HTML5 CSS3 for various projects for enilon.com. Designed flexible customizable content management system templates and Hand code (textmate & CSSedit) HTML/CSS/Javascript.

Object Systems Group

USER EXPERIENCE DESIGN & FRONTEND ARCHITECT

2008 - 2009

Designed and built standards compliant HTML, CSS & Javascript for enterprise mashups for several clients including The World Bank, Brinker, and MGM among others. Leveraging my freshly acquired Edward Tufte training in data density design a.k.a 'dashboards'.

Wieck Media

USER EXPERIENCE DESIGN & FRONTEND DEVELOPER

2007 - 2008

Worked with the great people at Wieck designing and building delightful digital experiences for Honda, Ford, Allstate, and last but not least The New York Times, using the super cool Ruby on Rails framework and jquery javascript libraries, and my own CSS framework. Conceptualized, prototyped and built a system to video interview job candidates via the internet. Developed some smaller sites in Expression Engine a pretty good content management system.

ABIINSURANCE.COM 2006

POWERED.COM 2006

CIBER.COM 2006

ESOTERIX 2005

TRIBAL DDB 2004

NOKIA.COM 2004

PROLOGIC 2002

SCOTT CHRISTOPHER ROMACK



🎯 EDUCATION

Cedar Valley College

ART, MUSIC, SCULPTURE

Education is not the end of learning it is hopefully the beginning of a life long endeavor. The quest for knowledge meaning and higher wisdom.

📦 SKILLS & TOOLS

SKILLS

Mobile Design ●●●●●

UI/UX ●●●●●

Front End Dev ●●●●●

LANGUAGES

HTML5 ●●●●●

CSS4 ●●●●●

JAVASCRIPT ●●●●●

💖 WHAT I LOVE

HTML, CSS, & JS

MOBILE UI & WEB DESIGN

UX DESIGN



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UX DESIGN PROCESS

Philosophy and Goals

Minimalism is helpful in today's rich data environments

Google Material Design is a good starting point and although prescriptive it is still a very flexible design system. I would love to create a variation with a different typeface and base design unit (other than 8dp).

Techniques

Lean UX paired with **Agile Methodology** to make design objective.

Rapid Prototyping of increasing fidelity to keep design fluid and progressing.

Card sorting of data points to provide insights for Information Architecture and screen flow.

Distillation of Data by removing clutter and any and all extraneous elements. Less is indeed more.

Personification of User Roles Helps remind the designer that he is not the main user of many of the products he designs.

Fierce Conversations with stakeholders are necessary and helpful to meet the business and user objectives rather than just personal preferences.

Agile Software Development uses short iterations and frequent demos of actual (or almost actual) software to keep progress focused and on track. **Continuous Integration** and **Continuous Deployment** is applied to the user experience as well as code development.

Redesign never ends. Apply continuous improvement to the user experience