

Scott Romack - Full-stack UX Designer/Developer

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A functional minimalist with a focus on holistic Information Design, usability, accessibility, Human factors, and heuristic evaluation with a deep understanding of HCI, Web Design and Web Technology, Typographic Grid Layout & Design systems both traditional and modern. An early adopter of web standards

Experiences

Full-stack UX Designer/Developer for **Norwex**

NOVEMBER 2019 - PRESENT

Led agile team of developer creators to launch the new Norwex shopping app which, despite some technical hurdles out of the gate showed 12.5% increase in sales totals per sale. The app uses ionic framework and capacitor to build standard web tech. Into native IOS and Android apps available in the app stores. We are also in Alpha of a full consultant management app that is set to revolutionize the way Norwex consultants are able to work from anywhere and at any time. Prototypes are paper then Figma with testing in Mazes. Some prototyping is directly in code with tailwindcss.

Senior UX Designer/Developer (contract) for **Zales** and **Tenet**

MARCH 2019 - NOVEMBER 2019

Design Thinking, Lean UX, &, Design Sprints helped to drastically improve the design process at Tenet Healthcare in relation to their Business Intelligence (BI) portal and underlying Tabelau reports. I am also introducing these rapid iteration concepts at Signet Jewelers (Zales).

Senior UX Designer/Developer for **Lanvera**

SEPT 2016 - DEC 2018

Evangelize Lean UX to couple with agile development styles. Led effort to standardize and modernize all web products which translated into re-writing Lanveras 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 the 5 step design thinking process to bring

all stake-holders to the design table while still maintaining focus and consistency using Sketch & InVision.

Senior UX Designer/Developer for **Avaya**

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.

UX Developer for (contract) **Dotvita**

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 AKA responsive design. Dotvita was a very cool design boutique where part of their design process was to present only one final visual solution to the client.

Senior UX Designer/Developer for **Amplifcommerce**

2011 - 2012

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

Senior UX Designer/Developer for **Archipelago Learning**

2010 - 2011

Redesigned 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.

Senior UX Designer/Developer for **Bazaarvoice**

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. It was here that I learned that even an average rating [>3] can boost sales upwards of 75%!

User Experience Design & Frontend Architect (contract) for **Exhibit Group**

2009 - 2009

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

Senior UX Designer/Developer (contract) for **Enilon**

2009 - 2009

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

Senior UX Designer/Developer for **Object Systems Group**

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 heavy design a.k.a 'dashboards'.

User Experience Design & Frontend Developer for **Wieck Media**

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 along with jquery javascript libraries, and my own CSS framework. Ruby on Rails has fallen somewhat out of favor but it strongly influenced what we now see in the node.js community.

2006 ABIINSURANCE.COM

2005 POWERED.COM

2004 TRIBAL DDB

2004 NOKIA.COM