

Creative Technologist

Summary

A unique hybrid type specializing in the design of creative technical solutions that integrate business models and their platforms with emerging technology frameworks. 15 years experience working with product, marketing, ux research, and development teams creating high-fidelity interactive applications for a broad spectrum of industry business, products, services, and users.

Proficiency

Applied

Application design, prototype development, design system architecture, ui animation, developer centric ui/component libraries, data visualization, white-label applications, open source contribution, responsive layouts, iconography, utility scripting, visual design, presentation design and asset creation, vision demos, storyboarding, infographic design.

Tech

HTML, CSS, Javascript, SVG, SCSS, Browser API's, Typescript, Angular, Vue, React, JSON, REST, PHP, Node, ESLint, Babel, Webpack, Gulp, Selenium, BuildKite, CircleCI, Jira, Github, Wordpress, Craft CMS, Electron, SQLite, Apache, nginx, AWS (EC2, Lambda, IAM, S3), Docker, Git, Bash, Linux (RHEL), Figma, Illustrator, Sketch, Photoshop, InDesign, After Effects, Autodesk [Fusion 360], Blender, Keynote, PowerPoint, Google Slides

Experience

Designer / Developer / Consultant, Freelance | Denver CO, Remote

06/12 – Present

Contracted with referred clients within relevant work experience contexts including: visual design, frontend development, web technology, and ui specializations (e.g., design systems, style guides, component libraries, iconography, optimization and performance). Clientele included funded startups, non-profit organizations, digital and game development agencies, and several Fortune500 entities.

Worked alongside client design and development teams in creating responsive, compliant, and performant pixel-perfect screens based on wireframes or existing brand guidelines, using modern creative tooling (e.g., Figma, Adobe CC products, Sketch, Invision, etc.) or standards based HTML/CSS markup.

Designed and developed design systems, component libraries, custom white-labeled templates and themes, living style guides, iconography suites, and implementation documentation.

Provided clients with custom designed or branded creative assets including, styled ui components, design themes, presentation assets (e.g., .ppt, .key, .indd, etc.), animated and static graphic assets (e.g., hero, splash, social, etc.), various data driven assets (e.g., data visualizations, infographics).

Client Roster

- Aetna
- Angry Little Dog
- Armis
- Blue Dot Solutions
- Crank211
- Cultivator
- EffectiveUI
- First Day
- Goodby & Silverstein
- On3
- One World Labs
- Parrish
- ServiceSource International
- smith&beta.
- Spex
- Tack Mobile
- Talentless
- Vail Resorts
- Welltok
- Wildlands Restoration Volunteers

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Experience con't...

Published Accolades

Journey Map Design

Top 10 Ways To Improve Digital Experiences, Bodine, K. 2012, Forrester Research, Inc.

Book Infographic Illustration

EffectiveUI, Robb Wilson, Jonathan Anderson, John McRee. 2010, O'Reilly Media, Inc.

Art Director / UI Specialist, EffectiveUI [acquired 2016, Ogilvy] | Denver CO 01/08 – 06/12

Represented, fostered, and participated as a member of the visual and production design teams within an award-winning agency environment whose pioneering client service specialty focused on creating best in class user experiences through high-end interface design and development.

Conceptualized, designed, produced, and presented a wide range of creative and technical deliverables drafted together by small project teams made up of equal parts design and engineering talent. Critical consideration was given to an application's end-user context, technical feasibility or potential, and creative alignment of clients' business objectives.

Deliverables included: research findings, personas representing customers and end-users, customer journey and engagement mapping, technical audits, tech stack assessments, target metrics and analytical predictions, high-fidelity visual mockups, style guides (both static and dynamic), ongoing comprehensive documentation, component code library and/or template architecture, production and development assets, interactive prototypes (feature-based or proof-of-concept), UI storyboarding and/or visual demos (i.e., video shorts making use of conceptual animations, voice-over, and/or acting).

UI Artist, NetDevil | Louisville CO 07/07 – 01/08

Designed and produced user interface art assets for the LEGO Universe PC MMO. Asset work consisted of in-game visuals including iconography sheets, animating dynamic data events (e.g., player inventory, scoring, location mapping, player health, menu wayfinding, etc.), menu theming, and game tutorials.

Interaction Designer, textureMedia [acquired 2007, CP&B] | Boulder CO 06/06 – 06/07

Worked as a member of the UX/IxD (interaction design) team participating in a variety of customer research exercises and producing professional hi-fidelity client-facing deliverables (e.g., research findings, roadmap recommendations, content inventory, infographics, site maps, user personas, user stories, hi-fidelity wireframes, and style guides).

Web Specialist, IBM | Boulder CO 08/02 – 06/06

Performed a variety of evolving web design and development tasks in support of IBM.com and its ecosystem involving creating and updating visual assets related to products and campaigns, and developing or updating HTML/CSS/Javascript driven web pages.

Responsible for the architecture and automation of a new localization process needed to support the ongoing translation of nearly 3,000 EMEA web pages. Solutions were accepted and implemented by all stakeholders involved and ultimately cut the marketing's localization costs by 40% annually.