

James M. Scott McDaniel

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SENIOR USER EXPERIENCE (UX)/USER INTERFACE (UI) DESIGNER

Creative, innovative user experience designer with extensive UX/UI design, information architecture, and product research experience dedicated to delivering best-in-class products. Analytic professional skilled at managing complex projects throughout the product life cycle, identifying problems and devising optimal solutions. Collaborative leader focused on building teams and liaising between the technical, design, and product teams.

Areas of Expertise

- Information Architecture
- Team Building & Leadership
- Process Analysis & Redesign
- Rational Unified Process
- Interaction Design
- User Research & Testing
- Usability Testing & Analysis
- User Centered Design
- Rapid Prototyping
- Product Design
- Lean UX
- Agile/Scrum Process

PROFESSIONAL EXPERIENCE

INDEPENDENT CONTRACTOR, Atlanta, GA (Telecommute)

UX Consultant, 2019 – Present

Undertake short contracts to plan and implement UX and website development strategies, consulting with business clients in a variety of industries from local veterinarians to national financial firms. Services include developing a social media presence, designing websites, implementing content management systems, producing prototypes, and completing usability testing.

KEYSIGHT TECHNOLOGIES, Atlanta, GA (Partial Telecommute)

Senior UI Designer, 2017 – 2019

Recruited to lead UX efforts for the Atlanta Software Design Center (ASDC). Introduced and acted as evangelist and trainer for design-focused tools and processes. Designed and produced prototypes used as visual and interactive requirements documents for multiple agile teams. Participated in corporate-wide UI Guild, setting interactive, design, data visualization, and accessibility standards via company style guide.

Key Accomplishments:

- Redesigned and set standards for hundreds of company products as part of company-wide transition to a common software and technology platform as part of a national distributed team.
- Introduced prototyping tool Axure RP, leading to its nationwide adoption by corporate design team and becoming the primary tool for visual and interactive design, communication, documentation, and user testing.
- Ensured processes followed, efficient communication, and output/experience were reusable for following iterations and projects as design and user representative in Agile grooming process.
- Initiated and served as liaison for a grant-based user-research program with the Georgia Tech Interactive Media & Technology Center as part of their Workforce of the Future Initiative.

COTIVITI INC., Atlanta, GA

Senior UI Designer, 2016

Collaborated with internal and external resources as the UX representative charged with uniting applications under an enterprise health insurance management system. Contributed to all aspects of the software development process, including preplanning, Epic grooming, testing, and prototyping.

- Established processes and resource needs, through building a corporate design and UX practice.
- Standardized the UI look and feel across the company's range of legacy applications.

APPIRIO, Atlanta, GA (Telecommute)

Senior UX Architect, 2014 – 2015

Led globally-distributed design teams to complete multiple concurrent projects, setting direction and managing requirements for finance, engineering, software, electronics manufacturing, and healthcare clients. Implemented of cloud-based solutions and mobile applications, overseeing graphic design and prototype design and development. Mentored TopCoder crowdsourcing design community.

- Delivered a world-class facilities management dashboard application to Honeywell Systems that allowed plant managers to monitor, automate, and react to physical systems in their facilities.

CRITICAL MASS, Atlanta, GA (Telecommute/Client Sites)

Experience Architect, 2009 – 2013

Owned multiple projects, functioning as the Information Architect. Led client discovery sessions, using information gathered from client meetings, best practices, and competitive analyses to develop site maps, user interface diagrams, requirements, and specifications.

- Improved strategy, workflow processes, and user experience for AT&T website and intranet.
- Executed a critical role in the roll-out and use of iRise Professional Suite, producing prototypes used in remote user testing and integrating test data into the ongoing UX process.
- Slashed project completion turnaround 50% by re-engineering internal processes.

Additional experience as a UI & UX Designer, Technical Designer, and Web Developer.

TECHNICAL SKILLS

Design, Graphics & Illustration	Sketch, Omnigraffle, Visio, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Dreamweaver)
Prototyping	Axure RP 8 & 9, Figma, Balsamiq, Invision, iRise (certified)
Collaboration & Productivity Tools	Zeplin, Jira, Salesforce CRM (Design and Administration), Atlassian Tools
Software Languages	HTML5, CSS3, JavaScript (including libraries such as jQuery)
Content Management Systems	Wordpress (Administration, Design + Plugin Design & Development), Drupal (Administration & Design)

EDUCATION

B.A., English Literature, Florida State University, Tallahassee, FL