**James M. Scott McDaniel**

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**Senior-Level User Experience Architect**

**A highly creative and strategic professional with more than 15 years of experience and expertise in information architecture and user interface design concepts and techniques*.***

Well versed working with corporate client stakeholders to analyze and understand their website audience user segments, site content, functional requirements and technology footprint; developing sound strategies and specifications to improve the performance, usability and effectiveness of user interfaces.

**SUMMARY OF QUALIFICATIONS**

* **Project Leadership -** Experienced leading complex projects with competing deadlines for leading enterprises (AT&T, Blue Cross Blue Shield, IBM, HP, United Airlines, Turner Communications, John Hancock, Harman Kardon).
* **Business Analysis** - Well versed in clarifying business requirements, performing analyses, optimizing processes, designing, developing and deploying solutions for corporate intranet, business-to-business and business-to-consumer websites.
* **Strong Communicator** - Effective facilitator of communication between business and technical staff; able to translate business requirements into functional requirements and approaches to developers. A major component of the field of user experience is being a cross-functional ambassador across many teams.

**SPECIALTIES**

• Information Architecture • Interaction Design • Rapid Prototyping

• Team leading • User Research & Testing • Front-end Development

• Process Analysis & Redesign • Usability Testing & Analysis • Extensive Remote Experience

**TECHNICAL PROFICIENCIES**

Axure RP 8 & 9 • Omnigraffle • iRise (certified) • Sketch • Zeplin • InVision • Figma • Balsamiq • Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Dreamweaver) • Visio • HTML5 • CSS3 • JavaScript (including libraries such as jQuery) • Tableau • Plotly • Salesforce (Design and Administration) • Wordpress Administration & Design • Drupal Administration & Design • JIRA • Rational Unified Process • User Centered Design • Agile/Scrum Process • Lean UX

**PROFESSIONAL EXPERIENCE**

**Keysight Technologies, Atlanta, GA Sr. UI Designer 02/2017– 12/2019**

Acting UX lead for 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 requirement documents for multiple agile teams. Acted as design and user representative in Agile grooming process. Spearheaded and served as liaison for grant-based program with the [Georgia Tech Interactive Media & Technology Center](http://www.imtc.gatech.edu/) for Keysight PathWave initiative, linking in with [Ga Tech’s Workforce of the Future Initiative](http://workforce.gatech.edu/). Actively engaged in corporate-wide UI Guild, setting standards via consolidated Style Guide, interactive and design standards, **data visualization standards** and accessibility. Worked as part of UX Team for the corporate vanguard program - dubbed PathWave - which shifted the focus of Keysight as a whole towards a software-centric approach, redesigning and setting standards for hundreds of company products into a common platform experience and technology framework. Worked with development and product management teams to ensure processes were followed, communication was efficient and that our output and experience were reusable assets in iterations and projects following. Did not excel in the office foosball league.

**Cotiviti, Inc., Atlanta, GA Sr. UI Designer 01/2016 – 11/2016**

Led the enterprise-wide initiative to improve the user experience for Cotiviti’s wide range of industry standard-setting applications. Had a hand in building the design and UX practice with the company, establishing processes and resource needs for all aspects of company strategy and implementation. Worked with internal and external resources to act as the voice of the user for every level of the Agile process, including preplanning, Epic grooming and *not* making Powerpoint presentations. Created corporate Live Style Guide direction for standardization across the company’s range of legacy applications. Educated and mentored fellow employees about UX best practices, design thinking, integration of design and Agile processes, and the remarkably complex flows and interaction models for Cotiviti’s enterprise health insurance management software.

**UX and Web Consulting, Atlanta, GA Consultant 03/2009 – Present**

Assisting businesses in metro Atlanta and across the United States with user experience and web site design, development and strategy, as well as marketing and process analysis. From local veterinary services to national financial firms, offering social media services, web development, CMS implementation, prototype production, usability testing and many other services centering on user experience design and web presence.

**Appirio, Indianapolis, IN Senior UX Architect 01/2014 – 07/2015**

Lead design teams setting direction and managing requirements for corporate and internal clients. Provided mentoring and guidance to Appirio’s TopCoder crowdsourcing design community. Provided UX strategy for multiple projects across multiple clients for implementation of Cloud-based solutions, mobile applications, graphic design and prototype design and development. Client partners included IBM (iFundIT, Watson Services, CIO Special Projects, Bluemix), Honeywell Building Solutions, John Hancock Financial Services, Harman Kardon, Faith Comes by Hearing and numerous others. Products included software platforms, asset management applications, home automation and facility management systems. Also provided design direction for TopCoder Arena, the crowdsourcing competition application for developers and data scientists. Provide design and administrative guidance for Salesforce implementations.

**Critical Mass, Atlanta, GA Experience Architect 07/2009 – 02/2013**

Assigned to one of the company’s largest clients, AT&T, improving processes for workflow, project plans and user experience for ATT.com and internal intranet resources. Maintained full ownership and accountability for projects, functioned as the IA lead for multiple projects. Worked both on client sites and remotely from home depending on project and client needs and location. Led client discovery sessions, use information gathered from client meetings, best practices, and competitive analyses to develop site maps, user interface diagrams, requirements and specifications which represent the layout, flow and organization of complex Web sites and Web applications. **Played a critical role in the roll-out and use of iRise Professional Suite**, included production of prototypes used in remote user testing, integration of test data into ongoing UX process.

Re-engineered internal processes that **reduced project completion turnaround 50%** from one month to just two weeks.

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| **Kaneva, Atlanta, GA** | **User Experience Architect** | **02/2009 – 3/2009** |

Tasked with designing wireframes, user flows and other user experience documentation for projects involving web applications in a 3-D virtual world gaming environment.

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| **Vitrue, Inc., Atlanta, GA** | **Information Architect** | **03/2008 – 12/2008** |

Created and improved user experience across user-generated media software management platform and individual application deployments.

* Produced comprehensive wireframes, storyboards, user personae/personas, site maps, user flows and analysis for all aspects of platform, Facebook applications, iPhone applications and corporate website. Provided front-end development with extensive CSS and JavaScript.

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| **Enterpulse, Decatur, GA** | **Senior User Interface Consultant** | **08/2004 – 03/2008** |

Developed user interfaces for intranet and Internet sites, demos and prototypes for major telecommunication and healthcare corporations.

***Highlighted Projects:*** Point of Sales systems following the Cingular/AT&T Wireless merger and Sprint; Customer Service applications for the State of Florida, Blue Cross Blue Shield of MA and TN; customer-facing portals for Fox News; primary resource for user interface issues for Atlanta development group.

* Produced templates, wireframes and workflows for portal UI development, user flows for customer service and multimedia applications. Maintained and helped redesign corporate website.
* Maintained front-end standards documentation for company.
* Managed in-house and offshore contract designers and developers for several major projects.

**ADDITIONAL EXPERIENCE**

Liminal Logic, Atlanta, GA; Ithaca, NY **Consultant / Principal**  10/2001 - 08/2004

Proficient Systems, Inc., Atlanta, GA **User Interface Designer** 04/2001 - 10/ 2001

MacQuarium Intelligent Comm., Atlanta, GA **Technical Designer** 05/2000 - 12/2000

Analysts International, Atlanta, GA **Web Developer** 07/1999 - 03/2000

**EDUCATION**

Bachelor of Arts (BA), English Literature - Florida State University

**MEMBERSHIPS**

Computer-Human Interaction Association **|**Interaction Design Association **|**Information Architecture Institute