

(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

- **User Experience Leadership** - Experienced leading complex projects with competing deadlines for leading enterprises (Anthem, Keysight Technologies, AT&T, Blue Cross Blue Shield, IBM, HP, United Airlines, Turner Communications, Honeywell, Harman Kardon). Expertise in most UX and Design tools and processes. Vast experience through all stages of the SDLC from inception to delivery, as well as follow-up with recursive user testing and heuristic analysis.
- **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. Conversant in most modern software design & development processes.
- **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
- Usability Testing & Analysis
- Process Analysis & Redesign
- Interaction Design
- User Research & Testing
- Extensive Remote Experience
- Rapid Prototyping
- Product Design
- Training / Mentoring

TECHNICAL PROFICIENCIES

- | | |
|-----------------------------|---|
| Design Tools | Figma • Axure RP • Sketch • Zeplin • InVision • Balsamiq • Adobe Creative Cloud (Photoshop, Illustrator, After Effects, XD) • iRise (certified) • Omnigraffle |
| Tech & Processes | HTML5 • CSS3 • JavaScript • Salesforce (Design & Administration) • Wordpress (Administration, Design & Development) • Drupal (Administration & Design) • JIRA |
| | Rational Unified Process • User Centered Design • Agile/Scrum Process (working towards SAFe certification) • Lean UX |

PROFESSIONAL EXPERIENCE

[Anthem/Elevance Health](#), Atlanta, GA

Senior UX Designer

04/2021 - Present

Worked as UX Designer across the life-cycle of multiple healthcare applications: user flows, persona development, rapid prototyping (primarily in Figma & Invision). Built research plans and conducted user research testing, including participant recruitment, test design, video interviews, data analysis. Additional user research with emphasis on Medicare and Government Retirement Services products in conjunction with user research specialists. Mentored junior and mid-level designers and researchers. Assisted in creating and refining software requirements using user research data. Led design workshops for multiple teams. Acting Scrum Master for UX Designers for our business unit's projects.

[Keysight Technologies](#), Atlanta, GA

Senior UX Designer

02/2017– 12/2019

Acted as 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 in Axure which were used as visual and interactive requirements documents for multiple agile teams. Introduced Axure RP prototyping tool to Keysight which led to its company-wide adoption. Acted as design and user representative in the Agile grooming process. Initiated and served as liaison for grant-based user-research program with the [Georgia Tech Interactive Media & Technology Center](#) for Keysight PathWave initiative, linking in with [Ga Tech's Workforce of the Future Initiative](#). With the corporate UI Guild, helped set 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

Senior UX Architect

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 Consultant, Atlanta, GA

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 / [Topcoder](#), 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 SaaS implementations - information architecture and interaction design.

[Hubzu](#) (an Altisource co.), Atlanta, GA

UX Designer

03/2013 – 05/2013

Assisted in the planning, design, and implementation with engineering teams for real estate property auction searches, inventories, and sales between institutional sellers and individual or institutional property buyers. Produced UX design documentation for process including wireframes, high fidelity mockups, clickable prototypes, and user personas. Assisted in user research and collecting data from internal marketing and customer service teams.

[Critical Mass](#), Atlanta, GA

Experience Architect

07/2009 – 02/2013

Embedded in AT&T to improve processes for workflow, project plans and user experience for ATT.com and internal intranet resources. 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 implementation of iRise-focused user research process, including production of prototypes used in remote user testing, integration of test data into the ongoing UX process.

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

Kaneva, Atlanta, GA

User Experience Architect

02/2009 – 3/2009

Bootcamp-like run with helping design a massively multiplayer online game (MMOG) Tasked with designing wireframes, user flows and other user experience documentation for projects involving web applications in a 3-D virtual world gaming environment.

Vitruve, 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. (now Oracle Social Media Marketing)

Enterpulse, Decatur, GA

User Interface Designer

08/2004 – 03/2008

Developed user interfaces for intranet and Internet sites, demos and prototypes for major telecommunication and healthcare corporations, including 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. Maintained company front-end standards documentation. 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

[ACM SIG Computer Human Interaction](#) | [IxDA: Interaction Design Association](#) | [Information Architecture Institute](#)