# (James M.) **Scott McDaniel**

Atlanta, GA  • scott@scottopic.com • 404-593-6666
Portfolio:  http://www.scottopic.com • LinkedIn:  https://www.linkedin.com/in/scottopic

### 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.**

Adept at collaborating with end users and end users to analyze and understand their product needs, pain points, content, functional requirements and technology footprint; developing sound strategies and specifications to create or improve the performance, usability and effectiveness of product portfolios.

## SUMMARY OF QUALIFICATIONS

➢ **User Experience Leadership -** Experienced leading complex projects with competing deadlines for leading enterprises (Children's Healthcare of Atlanta, Anthem/ElevanceHealth, Keysight Technologies, AT&T, Blue Cross Blue Shield, IBM, HP, United Airlines,  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.  Have led teams of 2-5 designers on project or product basis.

➢ **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

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| • Information Architecture | • Interaction Design | • Rapid Prototyping |
| • Usability Testing & Analysis | • User Research & Testing | • Design Systems |
| • Process Analysis & Redesign | • Extensive Remote Experience | • Training / Mentoring |

## TECHNICAL PROFICIENCIES

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| **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  • PHP • Salesforce (Design & Administration) • Wordpress (Administration, Design & Development) • Drupal (Administration & Design) • JIRA • Miro   Rational Unified Process  •  User Centered Design   •  Agile/Scrum Process  (working towards SAFe certification)  •  Lean UX |

## PROFESSIONAL EXPERIENCE

**Children's Healthcare of Atlanta**, Atlanta, GA    **Senior UX Designer**    **02/2023 -present**

Acted as UX Designer across multiple large scale technology projects, including the Children's patient-facing mobile application, workload management dashboards for leadership, behavioral-mental health inventory testing, quality of care testing, integration of system platforms including Epic Healthcare software and proprietary and third-party solutions. Led user research efforts for all projects with which I was involved. Worked closely with IT, executive leadership, medical providers, and informaticists to give design direction and build integrated design systems for CHOA's technology solutions. Acted as subject matter expert for consulting on projects in other departments, as well as physical logistics and volunteering.

**Anthem/Elevance Health**, Atlanta, GA    **Senior UX Designer**    **04/2021 - 08/2022**

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 company-wide UX Guild, helped set standards via unified Design System, 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 enterprise-wide UX improvement initiative at Cotiviti, building and establishing design processes and resource needs. Advocated for user needs throughout Agile process and created corporate Live Style Guide for standardization. Educated and mentored employees on UX best practices and design thinking.

**UX Consultant, Atlanta, GA**                                                    03/2009 – 12/2015

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 and provided mentoring for Appirio's TopCoder community, guiding UX strategy for various projects across clients including IBM, Honeywell, Harman Kardon, and John Hancock Financial. Directed design for software platforms, mobile apps, and cloud-based solutions, including TopCoder Arena. Provided design and administrative guidance for Salesforce SaaS implementations.

**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 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

Improved processes and user experience for AT&T's digital platforms and internal resources. Led IA efforts for multiple projects, conducting client discovery sessions and developing site maps and UI diagrams. Implemented iRise-focused user research process, producing prototypes for remote testing. Streamlined internal processes, reducing project completion time by 50%.

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

| **Vitrue**, Atlanta, GA | **Information Architect** | **03/2008 – 12/2009** |
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Created and improved user experience across user-generated media software management platform and individual application deployments. (now Oracle Social Media Marketing)

| **Enterpulse, Atlanta, GA** | **UI Designer** | **08/2004 – 03/2008** |
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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

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| 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 |
| Trinity Title Insurance Company, Decatur, Ga | **Title Examiner** | 03/1995-07/1999 |

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

## MEMBERSHIPS
- ACM SIG Computer Human Interaction
- IxDA: Interaction Design Association