

(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.

Adept at collaborating with end users and stakeholders 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 enterprise software and web solutions. 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 acted as UX Design Lead for teams of 2-5 designers for product lifecycles.
- **Business Analysis** - Strong experience in defining and clarifying business requirements for user-centered perspective, performing analyses, optimizing processes, designing, developing and deploying solutions for corporate intranet, business-to-business and business-to-consumer websites and applications. Conversant in most modern software design & development processes. Product management and cross-functional team leading.
- **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
- Design Thinking & Design Systems
- Process Analysis & Redesign
- UI & Interaction Design
- User Research & Testing
- Extensive Remote Experience
- Rapid Prototyping
- Accessibility & Inclusive Design
- Training / Mentoring

TECHNICAL PROFICIENCIES

Design Tools	Figma / Figjam • Axure RP • Sketch • Zeplin • InVision • Balsamiq • Adobe Creative Cloud (Photoshop, Illustrator, After Effects, XD) • Miro • iRise (certified) • Omnigraffle • PowerBI •
Tech & Processes	HTML5 • CSS3 • JavaScript • PHP • Salesforce • Wordpress • Drupal • JIRA • AzureDevOps • Miro • EPIC - CLN102 Epic for the Clinical Informaticist • Data Visualization • Generative AI-Assisted Documentation • SharePoint • Confluence • Workday
	Rational Unified Process • User Centered Design • Agile/Scrum Process • Lean UX • CITI Human Subjects Socio-Behavioral Research (ID 55180165)

PROFESSIONAL EXPERIENCE

The SSI Group, LLC, Mobile, AL

UX Manager (contract)

09/2024 - 02/2025

Guide company-wide efforts to improve the user experience across the many applications on the SSI platform. Led prototyping, user research, and providing UX design expertise to multiple product teams.

[Children's Healthcare of Atlanta](#), Atlanta, GA

Senior UX Designer

02/2023 - 03/2024

Led UX design for multiple large-scale projects, including a patient-facing mobile app and workload management dashboards, resulting in improved usability and accessibility for Epic Healthcare software integration. Conducted comprehensive user research, resulting in actionable insights that improved the design and functionality of multiple projects. Collaborated with IT and medical professionals to develop integrated design systems, enhancing technology solutions for better patient care. Provided expert UX consulting for cross-departmental projects, improving project outcomes and volunteer coordination. Developed design systems for patient-facing apps and analytics dashboards, streamlining design processes and improving user experience. Leveraged Generative AI to proofread, refine, and compose user research documentation, enhancing clarity, consistency, and efficiency in reporting insights.

Designed and implemented a Human-Centered Design course for managers, resulting in enhanced design and development processes across the organization. Collaborated with healthcare providers from Emory, contributing to research initiatives that improved patient care and educational outcomes.

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

Senior UX Designer

04/2021 - 08/2022

Designed user flows, personas, and rapid prototypes for multiple healthcare applications, improving user experience and workflow efficiency. Developed comprehensive research plans and conducted user testing, leading to significant improvements in usability and accessibility of healthcare applications. Conducted specialized user research for Medicare and Government Retirement Services, providing critical insights that enhanced product functionality and user satisfaction. Collaborated with product managers to guide software ideation and production, resulting in efficient task analysis and well-defined product roadmaps. Mentored and trained junior and mid-level designers, enhancing team capabilities and fostering professional growth. Led design workshops and served as Scrum Master for UX Designers, promoting collaborative design practices and agile methodologies within the business unit.

[Keysight Technologies](#), Atlanta, GA

Senior UX Designer

02/2017– 12/2019

Led UX initiatives at the Atlanta Software Design Center, resulting in the successful implementation of user-centered design principles across multiple projects. Evangelized and trained teams on design-focused tools and processes, leading to widespread adoption and improved design efficiency across the company. Created Axure prototypes serving as visual and interactive requirements, enhancing communication and collaboration among agile teams. Successfully introduced Axure RP, leading to company-wide adoption and standardization of prototyping practices. Represented design and user interests in the Agile grooming process, ensuring user-centered design principles were prioritized in product development. Initiated and implemented 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](#). Collaborated with the UX Guild to establish a unified Design System, setting company-wide standards for interaction design, data visualization, and accessibility. Contributed to the corporate vanguard program, PathWave, which transformed Keysight's focus to a software-centric approach, standardizing hundreds of products into a unified platform. Collaborated with development and product management teams, ensuring efficient communication and creating reusable design assets for future projects. 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, establishing design processes that enhanced user experience and operational efficiency across the company. Advocated for user needs during the Agile process, and developed a corporate Live Style Guide that standardized design practices, improving consistency and usability. Trained and mentored employees on UX best practices and design thinking, fostering a user-centered culture and enhancing design quality across teams.

UX Consultant, Atlanta, GA

Independent Consulting

03/2009 – 12/2015

Provided UX and website design consulting services to businesses nationwide, leading to improved user satisfaction and increased website performance. Delivered comprehensive UX design and development services, including social media, CMS implementation, and usability testing, resulting in enhanced digital presence and user engagement for clients.

[Appirio](#) / [Topcoder](#), Indianapolis, IN

Senior UX Architect

01/2014 – 07/2015

Led design teams and mentored Appirio's TopCoder community, developing UX strategies that enhanced client projects for IBM, Honeywell, Harman Kardon, and John Hancock Financial. Directed UX design for software platforms, mobile apps, and cloud-based solutions, notably improving TopCoder Arena's user interface and overall user experience. Offered design and administrative guidance for Salesforce SaaS implementations, resulting in streamlined processes and better user adoption and satisfaction.

Hubzu (an Altisource co.), Atlanta, GA

UX Designer

03/2013 – 05/2013

Collaborated with engineering teams to plan, design, and implement UX for real estate property auction platforms, enhancing search functionalities and user experience. Created comprehensive UX design documentation, including wireframes, high-fidelity mockups, and prototypes, leading to improved design consistency and usability. Conducted user research and collected data from internal teams, providing insights that informed design decisions

Critical Mass, Atlanta, GA

Experience Architect

07/2009 – 02/2013

Enhanced processes and user experience for AT&T's digital platforms, resulting in more efficient workflows and better user engagement. Directed information architecture efforts for multiple projects, leading client discovery sessions and creating site maps and UI diagrams that optimized user navigation and experience. Developed iRise-based user research process, creating prototypes for remote testing that significantly improved design validation and user feedback. Streamlined internal processes, reducing project completion time by 50%, which accelerated project delivery and increased efficiency.

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.

Vitrue, 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, Atlanta, GA

UI 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](#)