

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

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### **SENIOR-LEVEL USER EXPERIENCE ARCHITECT**

Senior UX Designer with 15+ years of experience designing user-centered, scalable digital products across healthcare and SaaS environments. Deep expertise in UX architecture, information design, and design systems, including token-driven, component-based systems supporting responsive web and native applications. Proven collaborator with product, engineering, and research partners, translating complex requirements into accessible, high-quality user experiences. Experienced in leading initiatives, mentoring designers, and advancing design standards through teaching, critique, and cross-team collaboration. Strong background in Figma and modern UX practices, with a demonstrated commitment to usability, accessibility (WCAG), and human-centered design—co-authoring a paper presented at the 2024 ASPHO Conference.

### **TECHNICAL PROFICIENCIES**

#### **Design & Prototyping**

Figma • FigJam • Axure RP • Adobe Creative Cloud (Photoshop, Illustrator, After Effects, XD) • Miro • Sketch

#### **Development & Analytics**

HTML5 • CSS3 • JavaScript • PHP • JIRA • AzureDevOps • Google Analytics • Pendo • PowerBI

#### **Platforms & Specialized Systems**

Salesforce • Epic (CLN102 Epic for Clinical Informaticist) • WordPress • Drupal • SharePoint • Confluence • Workday

#### **Methodologies & Research**

Agile/Scrum • Lean UX • User Centered Design • Design Thinking • Generative AI-Assisted Documentation • Data Visualization • CITI Human Subjects Socio-Behavioral Research (ID 55180165)

### **PROFESSIONAL EXPERIENCE**

#### **Flywheel, Minneapolis, MN**

##### **Senior UX Designer (contract) | 09/2025 - 12/2025**

Lead UX initiatives for Flywheel.io, a biomedical data management platform supporting researchers and clinicians. Collaborate across product, engineering, and data science teams to design workflows that simplify complex data lifecycle processes, from ingestion and curation to analysis and sharing. Conduct user interviews and persona development to understand researcher and administrator needs within regulated data environments.

Support internal AI-driven documentation tools by guiding interface design and testing new user interaction models. Provide UX guidance during cross-functional reviews, translating scientific and technical requirements into intuitive, user-centered digital experiences.

### **The SSI Group, LLC, Mobile, AL**

**UX Manager (contract) | 09/2024 - 02/2025**

Guided company-wide efforts to improve user experience across multiple applications on the SSI platform. Led prototyping, user research, and delivered UX design expertise to product teams, establishing consistent design patterns and research methodologies.

### **Children's Healthcare of Atlanta, Atlanta, GA**

**Senior UX Designer | 02/2023 - 03/2024**

Led UX design for multiple large-scale projects, including patient-facing mobile apps and workload management dashboards, improving usability and accessibility for Epic Healthcare software integration. Developed integrated design systems for patient-facing apps and analytics dashboards, streamlining design processes and improving consistency across touchpoints. Conducted comprehensive user research across 5+ projects, synthesizing findings into actionable insights that enhanced product functionality. Collaborated with IT and medical professionals to enhance technology solutions for better patient care.

Leveraged generative AI to proofread, refine, and compose user research documentation, enhancing clarity and efficiency. Designed and implemented a Human-Centered Design course for managers, fostering design thinking across the organization. Collaborated with healthcare providers from Emory on research initiatives that improved patient care. Co-authored "Designing a Human-Centered Interface for Cancer Survivorship Care Plans" at the 2024 ASPHO Conference.

### **Anthem/Elevance Health, Atlanta, GA**

**Senior UX Designer | 04/2021 - 08/2022**

Designed user flows, navigation models, personas, and rapid prototypes for multiple healthcare applications, improving workflow efficiency and user satisfaction. Developed comprehensive research plans and conducted usability testing, driving significant improvements in accessibility for patient-facing healthcare applications. Conducted specialized user research for Medicare and Government Retirement Services, providing critical insights that enhanced product functionality.

Collaborated with product managers to guide software ideation and production, delivering efficient task analysis and well-defined product roadmaps with comprehensive information architecture deliverables. Mentored and trained junior and mid-level designers, enhancing team capabilities. Helped design and develop consumer-facing retail website driving sales and conversion for FSA/HSA online store.

## **Keysight Technologies, Atlanta, GA**

### **Senior UX Designer | 02/2017 - 12/2019**

Led UX initiatives at the Atlanta Software Design Center, successfully implementing user-centered design principles across multiple projects. Evangelized and trained teams on design-focused tools and processes, achieving widespread adoption and improved design efficiency company-wide. Developed prototypes serving as visual and interactive requirements, enhancing communication among agile teams. Facilitated internal ideation and testing sessions to refine product requirements, including design workshops and card-sorting exercises. Introduced Axure RP, driving company-wide adoption and standardization of prototyping practices.

Collaborated with the UX Guild to establish a unified Design System, setting company-wide standards for interaction design, information architecture, data visualization, and accessibility. Initiated and implemented grant-based user research program with Georgia Tech Interactive Media & Technology Center for Keysight PathWave initiative. Contributed to the corporate PathWave program, which transformed Keysight's focus to a software-centric approach, standardizing hundreds of products into a unified platform. Did not excel at 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. 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.

## **UX Consultant, Atlanta, GA**

### **Independent Consulting | 03/2009 - 12/2015**

Provided UX and website design consulting services to businesses nationwide, improving user satisfaction and website performance. Delivered comprehensive UX design and development services, including social media strategy, digital marketing, CMS implementation, and usability testing, enhancing 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. Used market-based research and analytics data to inform design decisions.

Directed UX design for software platforms, mobile apps, and cloud-based solutions, notably improving TopCoder Arena's user interface and overall user experience. Provided design and administrative guidance for Salesforce SaaS implementations, streamlining processes and improving user adoption.

## **Earlier Experience**

### **Hubzu (an Altisource co.), Atlanta, GA | UX Designer | 03/2013 - 05/2013**

Collaborated with engineering teams to design UX for real estate property auction platforms. Created wireframes, high-fidelity mockups, and prototypes while conducting user research to inform design decisions.

### **Critical Mass, Atlanta, GA | UX Architect | 07/2009 - 02/2013**

Enhanced processes and user experience for AT&T's digital platforms, delivering 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. Developed prototyping-based user research process for remote testing that significantly improved design validation. Streamlined internal processes, reducing project completion time by 50%.

### **Kaneva, Atlanta, GA | UX Architect | 02/2009 - 03/2009**

Designed wireframes and user flows for massively multiplayer online game (MMOG) applications in 3-D virtual world gaming environment.

### **Vitruue, Atlanta, GA | Information Architect | 03/2008 - 12/2008**

Created and improved user experience across user-generated media software management platform (now Oracle Social Media Marketing).

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

Developed user interfaces for major telecom and healthcare clients including AT&T, Sprint, Blue Cross Blue Shield. Maintained front-end standards documentation and managed design teams for multiple 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 Communications, 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