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Portfolio
<http://wjrankin.com/portfolio>

William Jeffrey Rankin **User-Centered Designer**

Profile

About

A software product designer with a background in User-Centered Design (UCD) and human factors psychology. Through user research, interaction design, visual design, usability evaluation, and front-end implementation, I create transparent product designs.

Techniques & Methodologies

Experienced in multiple user research techniques including observation, interviews, and surveys. Experienced with various usability evaluation techniques including quick testing, heuristic evaluation, and traditional user observation. Conducted both formative testing to guide in-progress design concepts and summative testing to evaluate and baseline existing design. Worked within iterative design frameworks spanning the entire project life cycle that included user research/ideation, user stories, interaction and visual design, usability evaluation, design documentation, and front-end implementation.

Languages & Applications

Extensive experience with HTML, CSS, Javascript and web UI toolkits including Bootstrap, jQuery, Sass, and Less. Development tool experience includes Visual Studio Code, Coda, Vim, Node.js, PowerShell, Python, PHP, L^AT_EX, Bash, Git, and Subversion. CMS experience includes SharePoint, Drupal, and Hua. Application experience includes Microsoft Office, Microsoft Visio, Morae, Adobe Illustrator and Photoshop, CorelDRAW, Axure, InVision, Sketch, and Inkscape. Operating system experience includes Windows, macOS, Linux, iOS, and Android.

Consulting Experience

Independent Consulting: April 2016 to Present

Design Lead. Project work included the development of a user research training program for business analysts at Procter & Gamble GBS. This work included the design and authoring of all training content, including teacher/student handouts and testing materials. Conducted a usability evaluation of Gradeable's web site and web-based product to increase post-registration conversion and overall product usability. Reviewed the web and mobile ticket-purchasing experiences for multiple minor league baseball teams and provided design recommendations to make the ticket-purchase process easier for users.

Neudesic: April 2012 to October 2012

UX Design Consultant. Led the design effort for a web application that allowed housing community managers to produce RFPs and manage bids from vendors. Activities included user story authoring, wire-framing, design implementation, and design documentation. Design sprints were run a sprint ahead of engineering sprints to allow time for discovery and user reviews. Design lead on a social networking site focused on career leadership and mentoring for women. Design activities included wire-framing and visual design. Led

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design on multiple SharePoint site implementations. Activities included definition of information architecture and navigation, wire-framing, and visual design. Conducted internal presentations to familiarize Neudesic colleagues with the UX domain.

Compri Consulting: September 2011 to March 2012

UX Design Consultant. Design lead for a commercial marine application used to safely route vessels through hazardous weather and ocean conditions. Responsible for user interviews, interaction design, visual design, and usability testing. Facilitated user story and design sessions with product and engineering representatives.

Corporate Experience

EMS Software: August 2015 to June 2016

UX Manager. Led design of responsive web and mobile resource scheduling tools. Activities included storytelling and ideation sessions, interaction and visual design, design reviews with product and engineering stakeholders, design documentation, and usability evaluation. Developed future vision product prototypes for conference presentations.

Outsell: February 2014 to July 2014

Lead UX Designer. Led design of a web-based EDI tool. Activities included wireframe creation, design reviews with product team, detail design, and documentation. Developed Outsell human interface guidelines to help ensure consistency among products. Support activities included coding and testing of components, documentation, creating code samples, and communicating the guidelines to the engineering team. Led conceptual design work and interaction design for new login/forgotten password flow for the Outsell enterprise platform.

Activant Solutions: April 2010 to July 2011

Senior UI Designer. Led design activities on projects including a web-based service dispatch application used to manage technician work, a service order entry and management iPhone app, a business rules management application, a business intelligence iPad app, a web-based customer grading application, and a user/system administration web application. Responsible for facilitating design activities, creating user stories to explore use cases, communicating design to the team, interaction and visual design. Design education and evangelism efforts included brown-bag presentations, Q&A sessions given to product management, engineering teams, and business analysts.

McKesson Provider Technologies: October 2006 to June 2009

UI Design Engineer. Design lead for multiple projects including an application used by nurses to coordinate daily activities and visualize task density, a CMS used to assemble patient care plans, and an application allowing clinicians to reconcile patient medication list, place medication orders, and write prescriptions. For each project, responsibilities included conduct of user experience workshops held with clinical and business analysts, creation of scenarios and “day in the life” narratives to explore use cases, elicitation and expression of requirements through wire-framing, conceptual prototyping and high-fidelity prototyping, formative and summative usability testing, and detail design and documentation.

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Union Pacific: August 2005 to September 2006

UI Designer. Responsible for development and documentation of existing reusable UI components. Led development and documentation of next generation UI component framework. Documented best practices for online map presentation and UIs for Blackberry-based Web applications. Evaluated usability of existing online map application, provided recommendations for improvements, and developed prototype to demonstrate enhancements. Developed prototype using the Google Maps API to demonstrate visualization of train routes and locations. Worked with development teams and project managers to provide UI recommendations for various railway logistics web applications. Conducted usability reviews and provided recommendations to development teams. Developed and conducted UI design class to help evangelize UI design and usability.

O'Neil & Associates: September 1996 to April 2005

Lead UI Engineer. Served a variety of design roles for a number of successful web-based applications. Responsibilities included user-interface prototyping, programming, usability testing, and design documentation for client and internal projects. Served on internal committee to investigate and establish best practices for web development and recommendations for web technology usage. Developed guidelines for user interfaces conforming to the W3C's Accessibility Guidelines and the ADA Section 508. Mentored development team in the use of HTML, CSS, and appropriate supporting tools. Other projects included: Online parts ordering systems utilizing Cold Fusion and SQL Server for industrial machinery manufacturers. Parts catalog authoring and publishing system utilizing \LaTeX .

CSERIAC Program Office: June 1993 to October 1995

Human Factors Analyst. Researched technical inquiries from various clients in government, academia, and industry. Reviewed and analyzed literature on the topics of: Hypertext-based operating procedures in nuclear power plant control rooms, Computer-Human Interaction guidelines, IVHS (Intelligent Vehicle Highway Systems), and the conduct of training AARs (After Action Reviews).

Education

Wright State University, 1989-1993

B. S., Psychology. Study focused on Human Computer Interaction (HCI), UI design, hypertext/hypermedia systems, and psychoacoustics.

Certifications

Linux Foundation Certified Administrator (LFCS)

Certification ID: LFCS-1700-001775-0100, Status: Inactive.

References

Available upon request.