

Jeff Rankin

User Centered Design Practitioner

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Profile

I create transparent user experiences. I accomplish this by understanding user goals, tasks, and behavior; and through application of interaction and visual design principles. My experience includes user research, storytelling, ideation, interaction design, visual design, design implementation, and usability testing. I favor guerrilla UX techniques that work well with the agile philosophy.

Consulting Experience (2011-present)

Freelance Consultant - User Experience Design

Freelance project work includes leading ideation, branding, and concept design for an e-commerce web site, design lead and engineer on a social network for dog owners, usability evaluation and recommendations for an iOS and Android role playing game, and design lead for a set of agile-oriented usability tools.

Consultant - User Experience Design, Neudesic

Led the design effort for a web application that allowed housing community managers to produce RFPs and manage bids from vendors. Activities included user stories, wire-framing, design implementation, and light 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 design on multiple SharePoint site implementations. Activities included definition of information architecture and navigation, wire-framing, and visual design. Involved in support of multiple sales pursuits. Activities included production of video addressing the Neudesic approach to design and visual design to support sales presentations. Conducted internal presentations to familiarize Neudesic colleagues with the user experience domain.

Consultant - User Experience Design, Compri

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.

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Corporate Experience

Lead User Experience Designer, Outsell: Feb 2014-Jul 2014

Led design of a web-based EDI tool. Activities included wireframe creation, design reviews with product team, detail design and documentation, and working with engineering team to explain design and work through feasibility issues. Developed Outsell human interface guidelines to help ensure consistency among products. Support activities for this included coding and testing components, documentation, 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.

Senior User Interface Designer, Activant Solutions Incorporated: 2009-2011

Led design activities on projects including a web-based service dispatch application used to manage technicians, 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. As design lead, I was responsible for facilitating design activities, creating user scenarios and stories to explore use cases, communicating design to the team, interaction design, visual design (color usage/typography/iconography), and usability testing. Design education and evangelism efforts included brown-bag presentations/Q&A sessions given to product management, engineering teams, and business analysts. Also responsible for developing design process to work within Scrum development methodology.

User Interface Design Engineer, McKesson Provider Technologies: 2006-2009

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 a patient's medication list, place medication orders, and write prescriptions. For each of these projects, 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. Acted as innovation sub-team lead working primarily on data visualization techniques and cutting-edge design methodologies. Lead editor and content author for the team newsletter sent company wide on a quarterly basis. Notable articles included use of spark-lines, light-boxes, and an introduction to user centered design methodologies. Design lead on the Nitro proof of concept, a Web-based user interface framework designed to collect and present disparate sources of clinical data.

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User Interface Designer, Union Pacific: 2005-2006

Responsible for maintenance, support, and documentation of existing reusable User Interface (UI) components. Led architecture, development, and documentation of next generation UI component framework. Researched and documented best practices for online map presentation and UIs for Blackberry-based Web applications. Evaluated UI 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 heuristic evaluations, providing recommendations to development teams. Developed and conducted UI design class to help evangelize UI design and usability. Class was presented to existing teams and new engineering personnel.

Lead GUI Engineer, O'Neil & Associates: 1996-2005

Responsibilities included User Interface (UI) specification, prototyping, template implementation, usability evaluation and testing, team mentoring, and use case authoring. Additional responsibilities include maintenance of best practice documentation for development of internal and client UI, and development of toolsets for authoring and design of UI conforming to the W3C's Web Accessibility Initiative and the ADA Section 508. Implemented the UI for several successful web and browser-based applications. Deployed applications include Content Management Systems (CMS) and Interactive Electronic Technical Manuals (IETM) for military vehicle manufacturers, maintenance and parts browsing systems for aircraft engine and lift-truck manufacturers, web-based parts ordering systems for commercial kitchen and commercial truck manufacturers, and an application configuration tool for a commercial truck manufacturer.

Human Factors Analyst, CSERIAC Program Office: 1993-1995

Researched technical inquiries from various clients in government, academia, and industry. Extensively 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).

Techniques & Methodologies

Experienced in user research techniques including contextual inquiry, shadowing, interviewing, and surveys. Experienced with various usability evaluation techniques including paper prototype testing, heuristic evaluation, and traditional user observation. Conducted both formative (to guide in-progress design concepts) and summative (to evaluate relatively complete designs) usability testing. Worked within iterative design framework spanning entire

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project life-cycles that included user research, user stories and use cases, prototypes, wire-frames, usability evaluation, and design documentation. Experienced in delivering prototypes of varying levels of fidelity depending upon project requirements. Experienced with both agile and waterfall development methodologies.

Languages & Applications

Extensive experience with HTML, CSS, and Javascript. Web UI library experience includes Bootstrap, jQuery, Sass, and Less. Experience with Extensible Markup Language (XML) and Scalable Vector Graphics (SVG). Application experience includes Axure RP Pro, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, Camtasia, Morae, Inkscape, Microsoft Office, Project, Visio, Expression Studio, Keynote, and OmniGraffle. Programming experience also includes shell scripting with the Unix toolchain and batch processing in Windows. Operating system experience includes Windows, Mac OS, Linux, and Solaris.

Education

University of Dayton, 1993-1995

One and a half years of graduate study, Human Factors Psychology. Studies focused upon CHI (Computer-Human Interaction), SA (Situational Awareness), and hypertext/hypermedia systems.

Wright State University, 1989-1993

B. S., Psychology. Study focused upon CHI, GUI (Graphical User Interface) design, hypertext/hypermedia systems, and psychoacoustics.

Memberships

ACM (Association for Computing Machinery) and ACM SIGCHI (Special Interest Group on Computer-Human Interaction), 1998 to present.

Portfolio

Case studies:

<http://jeffrankin.net/portfolio/>

Screen captures and design artifacts:

<http://jeffrankin.net/portfolio/archive.html>

A short video about my design perspective and approach to design:

<https://www.youtube.com/watch?v=qE8f1CkD3jl>

References

Available upon request.