

Jeff Rankin

User-Centered Design Practitioner

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Profile

A passionate, talented, and data-oriented product designer, with a background in user-centered design (UCD), dedicated to creating great software products. Possesses a strong background in all aspects of design process enabling a clear understanding of users and creation of transparent product designs. Favors design techniques and tools that work well within the agile development philosophy.

Techniques & Methodologies

Experienced in multiple user research techniques including observation, interviewing, and surveys. Experienced with various usability evaluation techniques including 5 second testing, paper prototype testing, heuristic evaluation, and traditional user observation. Conducted formative (to guide in-progress design concepts), summative (to evaluate relatively complete designs) and baseline usability testing. Worked within iterative design frameworks spanning entire project life-cycles that included user research/ideation, user stories, interaction/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/Less. Development tool experience includes Coda, Vim, Koala, Node.js, Ruby, PHP, Bash, Git, and Subversion. CMS experience includes SharePoint, Drupal, and Hua. Application experience includes Microsoft Office, Microsoft Visio, Morae, Camtasia, Apple Keynote, Adobe Illustrator and Photoshop, CorelDRAW, InVision, Sketch, and Inkscape. Operating system experience includes Windows, macOS, iOS, Android, Linux, and Solaris.

Consulting Experience

Principal Designer - Just Right UX LLC: April 2017-Present

Founder and Principal Designer of Just Right UX, a design firm specializing in UCD for software products. 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. Additional projects enabled utilization of my UCD and front-end development skills to help create great products.

User Experience (UX) Design Consultant - Neudesic: April 2012-To October 2012

Led the design effort for a web application enabling 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. Conducted internal presentations to familiarize Neudesic colleagues with the UX domain.

UX Design Consultant - Compri Consulting: September 2011-March 2012

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

UX Manager - EMS Software: August 2015-June 2016

Led design of responsive web and mobile resource scheduling tools. Activities included storytelling and ideation sessions, interaction/visual design, design reviews with product and engineering stakeholders, design documentation, and usability evaluation. Developed future vision product prototypes for conference presentations. Led development effort for a set of reusable components for the responsive web application using jQuery, Bootstrap and Less.

Lead UX Designer - Outsell: February 2014-July 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

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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 (UI) Designer - Activant Solutions, Inc.: April 2010-To July 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. Responsible for facilitating design activities, creating user scenarios and stories to explore use cases, communicating design to the team, interaction design, visual design, 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.

UI Design Engineer - McKesson Provider Technologies: October 2006-June 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.

UI Designer - Union Pacific: August 2005-September 2006

Responsible for maintenance, support, and documentation of existing reusable 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.

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Lead UI Engineer - O'Neil & Associates, Inc.: September 1996-April 2005

Responsibilities included 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: June 1993-October 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).

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: Active

References

Available upon request.