James Acklin, a coding designer

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I am a user experience designer and front-end Web developer focused on usability, prototyping, and design systems. I have created digital experiences and tools on the Web for startups, marketing agencies, and Fortune 500 companies for about a decade. I am comfortable in pro-complexity UX vacuums and have extensive experience articulating the business value of human-centered design. My design practice concentrates on high-fidelity prototyping, information design, and living code deliverables.

2D Layout & Prototyping

→ Concepts, wireframes, and prototypes in Figma, Sketch, Balsamiq, Adobe XD, InVision
→ Develop design systems, documentation, and usage guidelines alongside working UI components (Storybook, static site generators)

Development

→ JavaScript (ES6, React, Vue, Angular, Svelte) and ClojureScript (Reagent, re-frame)
→ Styling (styled-components, emotion, stylefy [cljs], SCSS/Less) and templating (ES template literals, hiccup [cljs], Markdown parsing [remark])

The Nielsen Company • Senior UX Designer

January 2017 - Present (2y 9m)

My current role is at the intersection between product and engineering for Nielsen Media Analytics, where I work with stakeholders and users in early concept validation and systems-based problem-solving through Agile processes. I use human-centered design activities and exercises to develop personas, define requirements, and design interaction frameworks. I perform detailed visual and general UX design duties for a number of products. I also maintain a front-end component library in ClojureScript and React for quick project scaffolding and consistent user experiences.

Rhiza • UX Designer & Front-End Developer

November 2013 - January 2017 (3y 3m)

Designed and helped build a general-purpose data analytics platform for the media industry. Created tools for geospatial analysis, a generalizable approach to dataset filtering and aggregation, and user-configurable programmatic work flows. Conducted field research and user interviews for early concept validation, iterative improvements, and usability enhancements. Produced prototypes, wireframes, and formal IxD specifications. Wrote production HTML + SCSS templates and JavaScript using Angular. Exit by acquisition in 2017 by The Nielsen Company.

Smith Brothers Agency • Front-End Developer

March 2011 - November 2013 (2y 9m)

Developed websites and engagement promotions for major CPG brands like Nestlé, Heinz, Del Monte Foods, and local clients such as Primanti Brothers and Kings Family Restaurant. Tirelessly advocated for and helped introduce a responsive, mobile-first design and development workflow, which drove creative strategy and development processes.

Nine:10 Interactive • Visual Designer & Front-End Developer

June 2010 - March 2011 (10m)

Point Park University • B.A., Journalism & Mass Communication

August 2006 - May 2010 (4y)