J BLAIR METCALF

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I design and develop user interfaces with a passion for beautiful craft and clear communication that benefits the user.

After a decade of advertising industry UI design and development experience I co-founded an e-commerce company selling custom products. I am seeking to make major contributions as a creative developer for innovative digital products.

iOS Developer

CountOnIt   2012-Present

Designed and developed a native iOS freemium app that helps users track and count goals and habits then export colorful charts. The UI is intuitive to navigate, create, and edit using gestures allowing for a clean and beautiful interface with no clutter. A helpful guide gently teaches the user how use the app without being obnoxious. The app is free and monetized for unlimited use.

Objective-C, Design

Senior UX Designer

UpTop   2013-2014

Worked closely with stakeholders of Microsoft and Centurylink to strategize business and revenue goals and increase conversion rates. Presented research, competitive analysis, best practices, and expert evaluation of existing experiences.

Wireframes, IA, RWD, Competitive Analysis

Co-Founder

PillowMob   2011-2014

Worked with business partner to conceive, develop, and market a low cost e-commerce site for a new product by using a grass-roots approach landing us a spot on NBC's Today Show. In our second year we grew by 25% as we expanded our distribution network and improved retention.

Identity, Design, Flash, PHP, JQuery, HTML, CSS

Skills

iOS Development
Objective-C
iOS 7 Libraries
CocoaPods

Front-End Dev
HTML
CSS
JavaScript & jQuery
Flash & ActionScript
PHP
RWD
SEO

UI/UX Design
Wireframes
Information Architecture
Prototyping

UI Developer

Microsoft - Halo 4   2012

Worked alongside UI designers, motion designers, and shader programers to implement and menus, scoreboards, in-game markers, and HUD for Halo 4 using Microsoft's proprietary SDK meeting a deadline for marketing a holiday launch. Created, maintained, updated, and tested UI templates used throughout the game.

Senior Flash Developer

Designkitchen   2008-10

Collaborated on and independently developed projects for clients including Craftsman, Sears, Burger King, and Motorola. Wrote extensive OOP code library and researched open source frameworks to deliver branded Flash experiences within short deadlines.

Flash, OOP

Senior Flash Developer

Microsoft - Zune   2008

Developed Zune's landing page experience alongside backend developers to ensure fast loads with little server strain. Collaborated with designers to improve user experience and reinforce Zune's brand.

Flash, OOP

Lead Flash Developer

T-Mobile   2007

Collaborated with IDEO to increase market share and conceive new consumer products. Iterated concept products for internal pitches, fleshed out designs, and developed mobile prototypes for consumer research.

Flash, Design, Illustration

School of the Art Institute of Chicago

Bachelor of Fine Arts   2002

Art & Technology Emphasis