Kenneth Roraback, MFA

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Employment

Director of User Experience   Fast Orientation, Inc. (PEEQ)   *April 2015–Feb 2017*
- Designed UX/UI for PEEQ, a new kind of network security product
- Created user flow diagrams, sketches, wireframes, and prototypes of proposed features.
- Architected HTML, Sass, & transition states for PEEQ; wrote numerous AngularJS components.
- Led planning, retrospective, and stand-up meetings whenever scrum master was out of the office.

Director of User Experience   HomerLearning, Inc. (Learn with Homer app for iPad and Web)   *Sept 2014–Jan 2015*
Product Manager, UX Designer   HomerLearning, Inc. (Learn with Homer app for iPad and Web)   *Sept 2012–Sept 2014*
- Built a prototype of the app that enabled Homer's founder/CEO to raise over $4MM in seed funding.
- Crafted an intuitive user experience for the iPad app that has been used by millions of 2–7-year-olds, connecting 100s of stories, songs, nonfiction lessons, and a 22-level sequential phonics program.
- Guided the UX of a new HTML 5 web app, based on Homer's award-winning app for iPad.
- Designed and conducted 100s of usability tests on iPads & laptops w/children aged 2–7 and parents.
- Led focus groups w/parents & developed surveys to inform decision-making around usability & value.
- Managed a team of developers, illustrators, & animators until I recruited Homer's CTO & art director.
- Collaborated with team to set realistic timelines for content production, upload, & quality checks.
- Prepared & managed content and feature quality checks before app & web updates. Prioritized fixes.
- Programmed key website features (HTML5/SASS/CSS3/JavaScript/jQuery/Django/Python/Google Analytics/Kissmetrics) & designed and implemented the website's responsive behavior.
- Implemented custom tracking, analytics, & reporting for Homer's website and iPad app.
- Customized an open-source typeface for the app, to make letterforms easier for children to read.
- Wrote technical FAQs & customer support responses; managed customer support until May 2014.
- *2014 Awards for Homer:* Appy for Best Educational Game, *Creative Child Magazine's* App of the Year & Media of the Year, Mobile Future's "Mobiley," Editor's Choice from Common Sense Media, +6 more…
- Featured on *Today, Morning Joe, The New York Times, Forbes,* & 10 top banner features on the App Store.

User Experience Designer & Front-End Developer   Parsons, The New School for Design   *May–Sept 2012*
- Designed interaction flows and wireframes for a web-based vulnerability mapping system for the International Federation of Red Cross/Red Crescent Societies.
- Designed UX for entry, retrieval, & visualization of vulnerability data, optimizing the UX for field workers who input info, and decision makers who need to access information at a micro & macro level.
- Developed front-end (HTML/CSS/JS) for integration w/existing database & mapping framework.

Information and User Experience Designer   Eurasian Harm Reduction Network (EHRN)   *June 2011–Mar 2012*
- Designed logo, template documents, website, and style guide for EHRN in Vilnius, Lithuania.
- Taught staff about design strategy to better prepare them to design digital campaigns.

Teaching Fellow   Parsons, The New School for Design   *August 2011*
- Taught Introduction to Code to incoming Parsons MFA students during an intensive 'Boot Camp' course. Also taught 'Math for Code' workshops to introduce useful concepts for programming.

Freelance Work in digital design, development, and strategy; theater; and video.   *June 2006–Mar 2015*
- Private and commissioned projects in web, film, video, and theater for clients including Juventas New Music Ensemble, The Ben Powell Quartet, Emmanuel Church Boston, Guerilla Video, and Jay Scheib.

Education

Parsons, the New School for Design   New York, NY   *2010–2012*
Degree: MFA in Design and Technology (2012)
Honors/Awards: Award winner of "The New Challenge" · Parsons/OSF Fellow in Info. Design · Dean's Scholarship.

Massachusetts Institute of Technology   Cambridge, MA   *2002–2006*
Degrees: SB in Physics and SB in Theater Arts (2006)
Honors/Awards: Arts Scholar · Burchard Scholar for Humanities, Arts & Social Sciences · Edward S. Darna Award for Excellence in Theater · Emerson Scholar · Ragnar & Margaret Naess Award · Thomas D. Cabot Scholarship.

Technical Skills

Rapid prototyping	Adobe Creative Suite	Data Visualization	Angular	Processing (Java)
Wireframing	OmniGraffle & Sketch	Final Cut Studio	MySQL	Arduino & Physical Computing
Interaction mapping	HTML5, CSS3 & SASS	Videography	PHP & Wordpress	Agile/Scrum Methodology
User/Usability testing	JavaScript & JQuery	Audio Engineering	Python & Django	Basic knowledge of German