Kenneth Roraback

kennethroraback.com / 617.259.6991 / roraback@alum.mit.edu

Employment

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 ultimately 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 over a million 2–7-year-olds, connecting hundreds 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 and laptops with children aged 2–7 and their parents.
- Led focus groups with parents and developed surveys to inform decision-making around usability and value.
- Prepared and managed content and feature quality checks before app and website updates and prioritized fixes.
- Programmed key features on learnwithhomer.com (HTML5/SASS/CSS3/JavaScript/jQuery/Django/Python) and designed and implemented the website's responsive behavior.
- Implemented custom analytics tracking and reporting for learnwithhomer.com and the Learn with Homer app.
- Customized an open-license typeface for the app, in order to make letterforms easier for children to read.
- Wrote technical FAQs and customer support responses; managed customer support until May 2014.
- *2014 Awards for Learn with Homer:* Appy Award for Best Educational Game, Teacher's Choice Awards for the Family and for the Classroom, Mom's Choice Gold Award, Parents Choice Silver Award, Mobile Future's "Mobiley" Award, App of the Year and Media of the Year from *Creative Child Magazine*, Children's eBook Award for Best Early Learner App, Pick of the Year from CoolMomTech, and Editor's Choice from Common Sense Media.
- Featured on *The Today Show, 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–August 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, and visualization of vulnerability data, optimizing the UX for field workers who input information, and decision makers who need to access information at a micro and macro level.
- Developed front-end code (HTML/CSS/JavaScript) for integration with an existing database & mapping framework.

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

Information and User Experience Designer   Eurasian Harm Reduction Network   *June 2011–Mar 2012*
- Redesigned logo, template documents and website for Eurasian Harm Reduction Network in Vilnius, Lithuania.
- Designed and built a custom Google map interface for exploring regional health.
- Taught staff about design strategy to better prepare them to design digital campaigns.

Freelance work in theater, video, web design and development, and digital strategy   *June 2006–July 2010*
- Private and commissioned projects in web, film, video, and theater for clients including Juventas New Music Ensemble, The Ben Powell Quartet, Emmanuel Church Boston, The International String Trio, and Jay Scheib.

Project Manager and Quotations Specialist   Graybar Electric Company, Inc.   *Aug 2006–July 2010*
- Analyzed plans and specifications for construction projects and quoted electrical switchgear required.
- Trained & advised 5 employees in project management.
- Coordinated projects in communication w/contractors, engineers and product manufacturers.
- Trouble-shot material & delivery challenges in long-term projects.
- Managed billing of and follow-up to switchgear projects and conducted detailed financial audits.

Education

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

Massachusetts Institute of Technology   Cambridge, MA   *2002–2006*
Degrees: S.B. in Physics and S.B in Theater Arts (2006)
Honors/Awards: MIT Arts Scholar • Burchard Scholar for the Humanities, Arts and Social Sciences • Emerson Music Scholar • Edward S. Darna Award for Excellence in Theater Arts • Ragnar and Margaret Naess Award.

Technical Skills

Rapid prototyping	OmniGraffle	HTML5, CSS3 & SASS	Wordpress	Processing (Java)
Wireframing	Proto.io	MySQL	Python	Arduino
Interaction mapping	Final Cut Studio	Compass framework	Django	Physical Computing
User/Usability testing	Videography	JavaScript & JQuery	AJAX	SketchUp
Adobe Creative Suite	Audio Engineering	PHP	API Integrations	Basic knowledge of German