Ian Jennings

UX Designer and Developer

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Summary

Over the years I've put myself in the shoes of e-learning students, consumers, news readers, market traders, physicians and patients. Through varied industries there's been one constant. Empathy for the user is the origin of everything I create.

A story takes the form of well researched user personas. Process flows filter thoughts into wireframes. Design systems are born and age quickly as usable prototypes are developed.

Now we enter my wheelhouse. I use 12+ years of front-end web development skills to code the concepts to life. What follows is cyclical user testing and adjustment with no fear of complete overhaul if deemed necessary.

Once UX, UI and stakeholders are in harmony I shepherd the design through the hedgerows of development. If required, coded UI kits and javascript plugins can be developed to help protect from present and future missteps. I am fluent in many dev dialects and can wear the appropriate disguise to live among them without detection.

Many past potential employers have asked me: "Which do you like/do better? Design or development?". My answer is always the same. The equal combination of both is my hobby, my love, my obsession and a damn fine way to make a living...

But if I have to put a number on it i'd say I'm 60/40 in favor of design.

Experience

UX Engineer at Datu Health
January 2013 - October 2015

I started working remotely with one other designer. We were the first employees in Colorado of what would become Datu Health. I coded responsive prototypes of patient and physician portals and those were used to explain the potential of the ideas to investors. After securing funding the company grew over the course of almost 3 years to about 70 employees in a Boulder office.

From previous experiences with design and development I learned of the gaps and language barriers that could lead to great designs being lost in translation. Elimination of these gaps was my goal when creating the UX Engineering role. I often refered to this role as the "midwife" of user experience design. We coach before birth and assist during and after.

Early on I recognized a need to accurately communicate how the elements of the interface should be built in order to match the design of the prototypes. We implemented a design library to present the elements along with their html. Styles and interaction scripts were imported to the production code via a submodule so we could version and maintain them.

I worked closely with design and development to shepherd features across the finish line. I was immersed in the agile (scrum) process and responsible for prototype and production code. On many occasions I was the sole UX designer for features only leaning on other designers for second opinions.

In our last effort as a team we designed a program delivery system. We pulled inspiration from modern fitness tracking applications along with mobile notification paradigms. I was involved in the design process for the patient and physician facing sides. The UXE team then took on the initial development of the responsive web product using ampersand and assisted in the conversion (backwards) to backbone. We then stayed on the development team and saw the product through to completion implementing new features and fixing bugs along the way.

Web Developer at Markit
March 2010 - December 2012

Worked with a team of incredible information designers to bring highly usable web and mobile applications to high end financial investment clients.

Owner at futurehat LLC
July 2006 - January 2012

futurehat was my freelance company. I provided innovative ideas through simplicity, specializing in highly usable web design and development.
- interactive brand development
- user experience research and design
- user interface design and development

UI/UX Designer at Reframe It
September 2009 - March 2010

Designed and developed interfaces for a javascript and plugin based product that allowed its users to write in the margins of the web. Then discuss those notes with everyone or just specific users in a group.

Web UI Designer/Developer at The Kansas City Star
March 2008 - September 2009

Responsible for high-level design and front-end coding for a full redesign of the local news site kansascity.com. The site receives over 30 million page views per month from around 3.3 million unique visitors.
- Designed and developed several widgets to fit into the current design of the site to increase usability and visibility of content.
- Worked with large groups of editors and managers to organize and conceptualize content for the redesign process.
- Concepted, designed and coded layouts and skins for social networking platforms.
- Supported web editors on a daily basis with graphics and code.

Interactive Art Director at Bernstein-Rein Advertising
June 2007 - March 2008

Worked on a team of interactive art directors delivering banner ads, emails and landing pages for direct marketing customers such as Time Warner Cable, McDonald's and USAA.
- Created a multitude of animated flash banners and gained experience with online advertising standards.
- Gained experience with advertising email standards and code requirements.
- Developed an XML based production management system for landing pages and emails to enable faster turnaround times.
- Created flash demos for business pitches that emulated the actions of proposed websites.

Graphic Designer at Clickspeed Marketing
June 2006 - June 2007

Designed and coded many small sites with large lead forms for the financial industry. Learned to keep a focus on moving consumers forward through a site and devised ways to keep them from getting bogged down.
- Designed and built call center data entry tools.
- Created several print marketing pieces and promotional videos.

Rich Media Architect at U Inc.
June 2005 - June 2006

I was responsible for many tasks ranging from corporate re-branding to product design to audio and video

recording and editing. I learned a lot about the branding process while in this position and gained a newfound love for interface and product design.

Graphic/Web Designer at The Covington Group
2002 - 2003

As a designer at The Covington Group I worked on several web projects for large clients. I designed implemented a CMS based site for The Military Vehicle Preservation Association (mvpa.org). I also designed and implemented open source shopping cart systems for several sites.

Web Designer at Grandfather Clocks Plus, Inc.
2001 - 2002
Redesigned and developed grandfatherclocksplus.com. Took the site from 500 pages of static product info to a dynamic, database backed index of all products. Enabled searching features and order management through the use of red-hat interchange.