

# Roy Thronson – UX/UI Lead

San Diego, Ca

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Portfolio: <http://www.delsolweb.com/about.html>

## Objective

As a veteran of UX/UI design and development, I'm seeking a position where I can leverage my years of experience and leadership to provide highly usable, intuitive and engaging software applications and websites by immersing UX in the end-to-end project lifecycle.

## Summary of Qualifications

I have over 9 years experience in User Experience and combined over 15 years total with front-end web development. I received my Certification in UX from UCSD in 2019 and currently Lead UX designer and manage a small team of UXers at MedImpact. Prior to MedImpact, I worked as a senior UI developer / UX architect for Intuit, Cubic Corp and contracted for BD (Carefusion). As UX Lead at MedImpact, I have vastly increased the UX footprint within its many different business units through re-inventing how UX is engaged and leveraged within the company. In service to this UX expansion, I helped hire, mentor, train and supervise several new UX designers for the growing team. I introduced a new UX engagement model, adopted Agile UX, and created a reusable Bootstrap front-end template framework. These initiatives have increased project efficiency while reducing post-launch re-work. I am strongly versed in responsive web design along with a mobile-first mindset to ensure the right information is designed for the right device.

MedImpact is a Pharmaceutical Benefits Management company in San Diego where I work side-by-side with project managers, project owners, marketing, BSAs, the DevOps team and users to continually design, test and iterate web and software solutions. I prioritize and scope projects through the UX lens and engage the right stakeholders/designers at the right time for effective design sessions. From initial requirements gathering to interactive prototyping and user testing, I lead the way delivering engaging and usable software applications & websites that delight our customers.

## Work Experience

### MedImpact

Lead UX Designer

San Diego, Ca

Sept 2015 – Present

- Implementation of UX throughout the entire software development lifecycle.
- Years of experience producing wireframes & interactive prototypes with Axure RP.
- Worked with the BSAs and project managers to facilitate requirements & user research via contextual inquiry, personas, user journeys, and customer interviews.
- Conducted usability testing with users.
- Managed UX team, allocated work among resources and accountable for all final UX deliverables.
- Facilitated UX for multiple projects at the same time between several different business units.

- Responsible for upfront engagement and scoping out project LOE to get new projects prioritized on our UX calendar.
- Created interactive Style Guide based off of corporate and marketing guidelines.
- Created Bootstrap templates in a deployable container that software teams can leverage for rapid development while adhering to our UX standards and best practices.
- Responsive / mobile design for new applications and websites
- 15+ years implementing HTML & CSS.
- Bootstrap 4 proficient

## Intuit

Senior UX/UI Designer & Developer

San Diego, Ca

2007 - Sept 2015

- Designed, maintained, and created the front-end and features for Intuit products.
- Implemented front-end testing process for customer facing and internal applications
- Collaborated with project managers, designers and other stakeholders to enhance existing UI
- Constant iteration and A/B testing of web content with Adobe Test & Target to improve customer experience in alignment to business goals
- Mobile design and development using hand-crafted media queries to accommodate different devices
- Daily use of HTML/CSS and JQuery – focused on presentation layer of websites

### Key Accomplishments and Awards

- *Winner of CEO Care Award 2015.* This was in service to our vastly improved and adopted Agent Portal
- Advocated, developed, scoped, designed, and launched a responsive mobile re-design of Intuit's TaxPro support website, resulting in a fully responsive mobile experience for the self-service website.

## Cubic Corp

UI Developer

San Diego, Ca

2004 - 2006

- Front-end web developer on Cubic's NCS and web ticketing websites for various transportation agencies using HTML, CSS and JavaScript.
- Created style guide and layout for all developers to utilize. Created all of the front-end form validation and designed and optimized web images.

## Relevant Education and Professional Development

- |                        |  |       |
|------------------------|--|-------|
| • UCSD Extension       | Certificate of UX  | 2019  |
| • Training Conferences | Mobile Development and Responsive Design Training, Web Usability |       |
| • UCSD Extension       | HTML/CSS/Javascript/Ajax/more...                                 | 2002+ |

## Technical Skills

- Wireframing & Interactive Prototyping
- User Research (Personas, Journey Mapping, CI)
- Analysis (heuristic evaluation and competitive analysis)
- Case Studies and Use Cases
- HTML 5, CSS and JQuery
- Usability Testing
- Card Sorting
- Responsive design & Bootstrap framework
- Adobe Photoshop CC