

# Roy Thronson – UX/UI Lead

San Diego, Ca

[rthronson@gmail.com](mailto:rthronson@gmail.com) | (619) 248-9217

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 have worked as a senior UI developer / UX architect for MedImpact, Intuit, SAIC, BD (Carefusion) and many other large corporations. As lead UX designer 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. 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, BSAs, development teams and users to continually design, test and iterate web and software solutions. From initial requirements gathering to interactive prototyping and user testing, I deliver engaging and usable software applications 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.
- UX software design in Pharma industry
- 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.
- Lead 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
- Responsive design & Bootstrap framework
- Adobe Photoshop CC