

# James Rutherford

## Senior UX Developer

"Re-envisioning the omni-channel journey through user research and data analysis."

### Performance Profile

User experience specialist with nine years developing systems around a user-centered UX process. Skilled in researching and understanding customer needs and communicating designs for other team members and organizations. Passionate about finding elegant solutions to complex user problems through an iterative, collaborative process.

#### Core Competencies

User Research  
Requirements Gathering  
Ethnographic Research  
Usability Testing  
Strategy Development  
Process Thinking  
Project Management

Agile / Scrum  
Data Analysis  
Mentoring  
Time Management  
Branding  
Problem Solving  
Customer Communication

Documentation / Design Artifacts  
Industry Standards  
Prototyping  
Detail Oriented  
Strong Writing Skills

#### Technology Competencies

Adobe Photoshop CS6, CC  
Adobe Illustrator CS6, CC  
Adobe InDesign CS6, CC  
Adobe Flash Pro CS6  
Adobe Bridge CS6, CC  
Adobe Dreamweaver CS6, CC  
Adobe After Effects CS6

Adobe Fireworks CS6  
Visual Studio 2015  
Axure RP Pro 6.5  
Responsive Design  
Git  
TeamCity  
Gulp

AngularJS  
HTML4, HTML5  
CSS3  
Javascript, jQuery  
PHP  
SQL

#### Performance Highlights

*Omni-channel customer journey* - Global ethnographic customer studies with IDEO team to ideate future omni-channel service journey and next generation POS solutions.

*Interactive kiosk blueprint* - Designed user-tested guidelines to establish global standards for self-serve stage-and-pay implementations. Includes flows, screen mockups, interaction guide, style guide, and API references.

*Process Model Designer* - Designed and developed module that enables a user to build out a business process within Cherwell from a single interface that controls pagination, status, approvals and progress indicators.

*Admin site design* - In-depth analysis of employee tasks across all departments to transform existing admin site from a cumbersome website into a task-oriented, efficient environment.

*Order fulfillment process* - Analyzed order lifecycle and user behaviors to reduce redundancies in the process. Improved efficiency by 52% through a combination of new fulfillment site and use of mobile technology.

## Professional Experience

### **CHERWELL SOFTWARE, LLC.**

Colorado Springs, CO 80921  
(2014-current)

#### **Senior Application Developer**

Conceptualizing and storyboarding content for flagship .NET product.

Testing of user-workflows and custom integrations.

UX expert for web overhaul including prototypes, user tests, workflows.

Enhanced UI and layouts to further user experience through design.

Developed web tools to improve efficiency of content development.

Designed and developed custom modules for Risk Assessment, Supplier Management, Performance Scorecard and Critical Path.

### **WESTERN UNION HOLDINGS, LLC.**

Englewood, CO 80112  
(2013-2014)

#### **Interaction Designer**

Managing retail/POS customer experience in the money transfer enhancement group.

Project manager on initiative to design signature moments and customer charter in order bring the brand promise to life across all channels.

Developed template for CX team DNA including team design principles, product creation checklist, socialization of usability insights, and on-going skill development.

Developed and evangelized global product standards with regional leaders and sales teams.

Collaborated with cross-functional teams (Privacy, Legal, Marketing, Compliance...) to ensure company buy-in on projects and go-to-market success.

Guided outside design firms (IDEO, ZURB, GfK: User Centric) throughout engagements to ensure goal alignment and product viability.

Collaborated with CX team to design and launch pattern library based on UI/UX best-practices to enhance global omni-channel standards.

Provided product CX oversight and approval for mobile apps, IVR, and self-serve devices to ensure cross-channel consistency and a use-case driven user experience.

### **AQUINAS AND MORE CATHOLIC GOODS, INC.**

Colorado Springs, CO 80918  
(2003-2012)

#### **Sr. Operations Designer / General Manager**

Studied user behavior to redesign business processes and operational workflows.

Managed creative team that produced web interface designs, marketing collateral, product images, and web content.

Conducted customer interviews and usability tests to launch new e-commerce features.

Designed new e-commerce site to reflect customer needs while reducing visual noise and creating an elegant shopping experience.

Oversaw day-to-day operations of company including employee reviews, hiring, marketing campaigns, site content, UI design and purchasing.

## Education and Credentials

### MASTER OF FINE ARTS, WEB DESIGN AND NEW MEDIA

*magna cum laude*

Academy of Art University, San Francisco, CA

Instructor testimonials:

*"Best work in the class."*-Frederick McHale, Online Coordinator at Academy of Art University

*"Stunning, great portfolio piece. Your attention to detail is impressive."*-Ruben Mosqueda

*"I like seeing you putting in the extra effort into your work. A few extra minutes of work that goes above and beyond my expectations differentiates the top students."*-Matthew David, Program Director for Mobile Strategy at Compuware

### BACHELOR OF ARTS

*cum laude*

University of Dallas, Irving, TX

### PROFESSIONAL RECOGNITION

Western Union

Game Changer - received by Jennifer Ramirez, VP MT Enhancement

Most Creative - received by Diane Scott, EVP GPMO

Connected - received by Diane Scott, EVP GPMO

Responsible - received by Jennifer Ramirez, VP MT Enhancement

### CERTIFICATES OF COMPLETION

ITIL Foundations V3 Certified

#### Lynda.com:

CSS for Web Design

jQuery Essential Training

HTML5: Structure, Syntax, and Semantics

Photoshop CS3 Mastering Lab Color

Product Photography for E-Commerce

InDesign CS5 Essential Training

CSS3: Transitions and Transforms

XHTML and HTML Essential Training