



James Ricks

User Experience Design

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Portfolio: www.visualwild.com

Career Summary

As a recognized user experience designer / creative director with more than 12 years of research, design and development practice, I possess strengths in strategic planning and enterprise solutions.

● Skills, Experience, and Personal Attributes

WEB TECHNOLOGIES EXPERT

User-centric solutions expert; manage implementation and administration of data-driven sites using Vignette, SharePoint, and other CMS's; fluent in design best practices (i.e. Section 508 guidelines), W3C standards, UI technologies, and mobile solutions

AWARD-WINNING DESIGNER / DEVELOPER

Microsoft MIX 2007 bundle and MIX 2008 CSS/Design grand prize recipient; Freddie Awards winner; featured on numerous CSS, jQuery and design galleries; healthcare sites (www.healingforlife.com, www.ihc.com) and received eHealthcare Leadership Awards for design and user experience

USER EXPERIENCE DESIGN / DEVELOPMENT LEADER

Eleven years experience in content, information architecture, design, and development roles – familiar with their perspectives and goals – able to recognize and diffuse conflicts early; expert in the use of agile methods to improve UX involvement

MENTOR / DIRECTOR

Direct the efforts of multiple teams, prioritizing efforts and resources to make trade-offs against technical, business and user constraints; organized workshops to challenge designers through UX seminars encouraging teams to showcase their work and solicit input. Helped define and manage four major brands, including authoring wiki style-guides, use-cases, personas and UI consumables.

● Employment History

03/2010 – Present

SR. USER EXPERIENCE DESIGNER

Amazon.com, Seattle, WA

RESPONSIBILITIES: Lead ideation sessions; help define workflows and personas; create and test wireframes and prototypes; design and develop UX consumables in agile environment; contribute to broader Amazon design community; provide direction for external design and development agencies; mentor UI developers, define and manage

Tools / Skills

UX DESIGN EXPERTISE

Skills employed to define user experience

Field Interviews

Contextual Interviews

Focus Groups

User data analysis

Persona Development

Competitor Analyses

Mood board creation

Workflow Definition

Storyboard Creation

Wireframing

User Testing (A/B & Open)

Ideation (Brainstorming)

SOFTWARE EXPERTISE

Adobe Dreamweaver

Adobe Photoshop

Adobe Illustrator

Adobe Fireworks

Adobe Flash Pro

Adobe Premier Pro

Adobe InDesign

Adobe Acrobat Pro

Corel Painter

MS Visual Studio

MS SharePoint Designer

MS Expression

MS Visio Pro

MS Word

MS Excel

MS PowerPoint

IRISE

ColorImpact

CMS EXPERTISE

MS SharePoint (UI, Admin)

Vignette (UI, Admin)

eXpressroom (UI, Admin)

Liferay (UI)

CODE EXPERTISE

Microsoft MIX 2008 Grand Prize and MIX 2007 Bundle Winner

Cross-discipline experience as IA, UXD, Site Admin, and Editor



look and feel of online services and online brand strategy for SmallParts.com.

ACHIEVEMENTS

Defined and implemented the look and feel of SmallParts.com to optimize scannability and readability under multiple lighting and device conditions.

Decreased site latency. Worked with dev teams to optimize and automate image sprites, CSS; created column-based layouts to decrease CSS layout code.

Decreased search page image latency by 75%. Engineered new printable, featherweight visual pickers to optimize scannability and readability under multiple lighting and device conditions.

Redefined attribute-based searching for Industrial & Scientific products on SmallParts.com by implementing multi-attribute and visual picker filters

Redesigned product detail pages for Industrial & Scientific purchases by re-prioritizing images, product specifications, and creating sortable, filterable variation tables

05/2006 – 03/2010

SR. INTERACTION DESIGNER / CONTENT ENGINEER

Intermountain Healthcare, Salt Lake City, UT

RESPONSIBILITIES: Conduct field interviews, focus groups, and formal user testing (A/B etc.); lead ideation sessions; help define workflows and personas; create and test wireframes and prototypes; design and develop UX consumables in agile environment; develop SharePoint UI XSLs, CSS, master pages, layout pages and scripts; provide direction for external design and development agencies; define and manage look and feel of online services and online IH brand strategy for 160+ public sites; manage UI developers.

ACHIEVEMENTS

Helped IH earn eHealthcare Leadership awards for solutions addressing the emotional, social, and task needs of varied audiences

Awarded product management of mobile solutions after demonstrating user research and ROI to senior management

SharePoint UI solutions highlighted in recent [Microsoft Case Study article](#) (posted 7/15/2009)

Helped IH earn several awards by defining a cohesive online brand

Hand-coded:

HTML / XHTML / HTML 5

XHTML-Mobile

XSL, XML

CSS, CSS 2.1, CSS 3

JavaScript

AJAX

JQuery

Prototype

ActionScript 2 & 3

With WYSIWG assist:

Adobe AIR

Image Maps

WEB METRICS ANALYSIS

For prioritizing and identifying site development needs

Omniture SiteCatalyst

Google Web Tools

Volunteer Efforts

CHAIRMEMBER

10/2007 – Present

MOSSPIT SharePoint User's Group

Salt Lake City, UT

Serve as UI consultant for user-group members; present SharePoint UI theory and development concepts in meetings; create monthly email newsletters

FOUNDER / LEAD

07/2006 – Present

Intermountain Healthcare
Salt Lake City, UT

Prepare and present monthly UX and design workshops; procure sponsors and giveaways; conduct peer reviews



The Kardex system was developed as a volunteer project after overhearing nurses' concerns

(i.e. storyboards, colors, typography, grids and photography)

Reduced medical errors and miscommunication by creating a new Kardex system (a summarized method for transferring patient information between hospital units) based on contextual interviews and iterative testing with nurses, doctors and medical staff

Reduced missed deadlines (60%) and scope creep (24%) by using project post-mortem interviews to author a series of client checklists to eliminate ambiguities and define content contributor roles, design goals and development needs

Saved IH over \$185,000 by architecting, designing, and developing UI for SharePoint update of IH public sites in-house

05/2003 – 05/2006

SR. INFORMATION ARCHITECT

Intermountain Healthcare, Salt Lake City, UT

RESPONSIBILITIES: *All responsibilities of IA (see below)*; define information architecture for corporate intranet; manage UI customizations; define and develop XML and XSL for CMS; direct efforts of external design and development agencies; prepare site metrics for senior management review; manage UI developers.

ACHIEVEMENTS

Saved over \$330,000 by spearheading and evangelizing enterprise UI standardization. UI libraries included wiki style guides, XHTML, Flash, ActionScript, images, CSS, JavaScript and documentation

Reduced web-related phone inquiries 32% by promoting user-focused site architecture

Recognized by senior management for IA and UI efforts in designing and developing several major applications, including "Find a Doctor," "Find a Facility," "Preparing for your Visit," and others for internal security, billing and patient care

05/2001 – 05/2003

INFORMATION ARCHITECT

Intermountain Healthcare, Salt Lake City, UT

RESPONSIBILITIES: Define information architecture for 160+ public sites using card-sorting, user interview data, and workflows; conduct field interviews and formal user testing; manage online IH brand strategy; provide site administration for content contributors; manage site publications and technical updates; create Visio, HTML, Photoshop, Illustrator and Flash consumables; use web metrics (Omniture) to drive UI and IA.

ACHIEVEMENTS

Recognized by senior management (bonuses and certificates) for meeting deadlines when contractors failed. Worked offsite 70-80 hours / week for two months prior to launch, and 50-70 hours/week for next two months maturing content management system

Helped IH receive national recognition as one of the first corporations to convert to CSS layouts. Convinced senior management to re-engineer UI using storyboards, demos, and ROI analyses; the new UIs improved 508 compliance, decreased page size by 40%, and

CUBMASTER

*02/2007 – Present
Cub Scouts
South Jordan, UT*

Manage activities and resources of scout dens and committee (12 staff and roughly 40 scouts); attend leadership and advancement training; organize and conduct monthly Pack Meetings (80+ attendees) and larger activities such as Space and Pinewood Derbies.

USER EXPERIENCE DESIGNER

*2007 – Present
Believe International*

Conduct field interviews, user surveys, and competitor reviews; create personas, workflows, wireframes, graphics, and UI for Believe International web solutions

UI DESIGNER

*2008
sPEcIal Fund*

Design UI graphic elements for web solutions; assist and mentor volunteer coding staff

Sites Referenced Frequently

A List Apart
(www.alistapart.com)

Interaction Design Association
(IXDA)
(www.ixda.org/)

jQuery (official)
(jQuery.com)

Usability
(usability.gov)

Useit
(Useit.com)

W3C
(w3c.org)



reduced load time by roughly 80%.

05/2000 – 05/2001

INFORMATION ARCHITECT / SITE EDITOR

Corporation of the President, Salt Lake City, UT

RESPONSIBILITIES: Define information architecture for international Employment Resource Service (ERS) centers using card-sorting, cognitive web mapping, and workflow analyses; conduct contextual field interviews and formal user testing; evaluate and recommend contact management systems for micro-lenders using business, implementation, cost and user matrixes

ACHIEVEMENTS

Internationally recognized for helping establish the Perpetual Education Fund, a program linking thousands of micro-lenders in multiple nations to provide educational and vocational loans for students and entrepreneurs

09/1996 – 05/2000

LAB MANAGER / RESEARCH ASSOCIATE

Brigham Young University, Provo, UT

RESPONSIBILITIES: Conduct genetic research (tissue preparation, DNA extraction, marking, electrophoresis, analysis; manage mammal colonies; oversee procurement and documentation of materials / equipment; manage research team of 15-20 undergraduate research assistants (coordinate schedules, training, promotion, recognition, mentor, etc.) for two laboratories

ACHIEVEMENTS:

Promoted to Lab Manager in only two months (*see below*)

Decreased DNA contamination and loss (due to error) by 1/3 by establishing Standard Operating Procedures (SOP) for DNA extraction and replication and tying the SOP to training, maintenance, and OSHA recommendations

Published 3 articles on Chondrodystrophies and trans-membrane polar molecule transport and presented these at international conferences

04/1992 – 09/1992

TRAILWALKER

Anasazi Foundation, Flagstaff, AZ

RESPONSIBILITIES: Teach basic and advanced survival skills, including: shelter and backpack construction, Piute deadfall traps, long-bows, fishing spears, rabbit sticks, edible / medicinal plant identification and preparation; exemplify and teach life-skills: conflict resolution, time management, goal setting, team support; scout for water and food sources, provide logistical support for multiple groups.

ACHIEVEMENTS:

Initiated story-telling programs to improve participation and retention

Spoke on radio programs and assisted with family counseling to

Books Referenced Frequently

About Face 3: The Essentials of Interaction Design

Cooper, Reimann, Cronin

A Project Guide to UX Design,
Unger & Chandler

Cognitive Psychology in and out of the laboratory

Galotti

Designing Interfaces: Patterns for Effective Interaction Design
Jenifer Tidwell

Don't Make Me Think, Rocket Surgery Made Easy

Steve Krug

Mental Models: Aligning Design Strategy with Human Behavior

Indi Young

Visual Explanations

Edward Tufte

Universal Principles of Design

Lidwell, Holden, Butler



promote better communication and conflict resolution skills

OTHER POSITIONS HELD:

INSPECTOR / SALES MANAGER (05/1994 – 09/1996, Summers) Clark
Pest Control, Bay Area, CA

SALES ASSOCIATE (05/1993 – 09/1993) Truly Nolen Pest Control,
Riverside, CA

● **Education**

MS, Teratology / Genetics, 2000, Brigham Young University,
(GPA:3.89)

BS, Ecology & Systematics, (minors: Genetics, Chemistry), 1997,
Brigham Young University (GPA:3.87)

CONFERENCES / TRAINING

Microsoft SharePoint *Microsoft SharePoint Conference, 2009*

Microsoft UX Development, *Microsoft, 2008*

SharePoint UI / Site Administration, *Mindsharp, 2007*

User Experience (Intensive), *Adaptive Path, 2007*

Vignette VCM, VBIZ, DPM, DSM, *Vignette, 2005-2006*

User Experience, Usability *Nielson & Norman, 2002-2006*

Web Design, *Thunder Lizard Web Design World, 2002-2006*

FOREIGN LANGUAGES / INTERNATIONAL EXPERIENCE

Portuguese (*Read, Write, Speak*)

German (*Read, Speak*)

Cantonese (*minimal*)

Brazil, *Lived in various parts northern Brazil for two years*

Germany, *Lived in various parts of Germany for one year*

Chinese experience (*in-laws are Chinese – cultural immersion in
customs and nuances*)

