

## Justin R Freeman

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Portfolio: [ux.justinrfreeman.com](http://ux.justinrfreeman.com) | [justinrfreeman.com](http://justinrfreeman.com) – Portfolio website was featured on CSS Mania

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Focused and knowledgeable interaction designer and researcher offering a proven professional reputation and solid credentials. Strong ability to align business strategies and requirements to user objectives through thorough qualitative and quantitative insight. Qualified and resourceful problem solver with a solid understanding of agile methodologies and how they pertain to the product life-cycle. Possesses excellent analytical, critical thinking, leadership, interpersonal, troubleshooting and time management skills. Mature professional who excels during challenges.

- *Leadership, Motivation, & Teamwork*
- *Lean UX / Agile Expert*
- *Information Architecture*
- *Communication/Interpersonal Skills*
- *Ethnographic Research*
- *Usability Testing*
- *Timely Problem/Conflict Resolution*
- *Interaction Design & Prototyping*
- *Lifecycle Management & Quality*
- *Task Analysis / Heuristic Evaluation*
- *Knowledge of MVC Architecture*
- *Knowledge of Emerging Trends*

**Technology Snapshot:** Axure • HTML 5 • CSS3 • Responsive Design • jQuery • Lean UX and Design Principle • User Research • Agile Methodologies • Jira • Slack

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### PROFESSIONAL EXPERIENCE

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#### **Senior Interaction Designer & Information Architect, SunGard Availability Services**

2014-Current

*Senior Interaction Designer and Information Architect Responsible for conceptualizing and creating features and feature sets based on user research and business determined requirements.*

- Responsible for facilitating and co-facilitating user research exercises comprising of user testing, taxonomy exercises, conceptual prototype demonstrations based on business needs and product roadmap. I was also viewed as trusted colleague within several of our user/customer panels
- Responsible for creating prototypes demonstrating complex interaction design, while assuring these designs not only met the conditions of satisfaction from a business stand-point but also demonstrating a good user experience
- Responsible for working on multiple sprint teams simultaneously to ensure that our vision from a UX standpoint was implemented correctly. Part of my responsibility is problem solving on the fly as issues surface during implementation. I have a very thorough understanding of Agile methodologies and how it applies to SAAS application development.
- I am currently a content contributor for our marketing site and considered a subject matter expert not only in product design but also within the domain of business continuity and disaster recovery
- Was awarded the UX Leadership Award also known as the “AS Impact” award within the first six months of employment. I was the first employee to win this award within such a short timeframe.

#### **Lead Interaction Designer, Bresslergroup**

2012-2014

*Lead interaction designer for a product development firm. Responsible for designing and implementing embedded user interface designs within physical mockups of product prototypes.*

- Responsible for conducting user observations and design analysis of legacy systems. Documenting and synthesizing current workflows, both physical and digital, and highlighting how we could improve usability and efficiency by implementing a user centered design process.
- Conducted stakeholder interviews to thoroughly understand proprietary domain knowledge and strategic business objectives. This discovery phase would help us align business objectives with user goals or task based objectives.
- Created user flow documentation, UI maps and wireframes based on the output of user observations and design analysis. As the lead interaction designer it was my responsibility to present and rationalize design decisions made to the client.
- Created low and hi fidelity prototypes as well as co facilitated in user testing, both formative and summative. Documented outcomes and represented to the client. In most cases we would iterate on the design and retest to validate.

**Lead UX Designer, MDconnectME, F.A.C.T Application, Table IOS Application, Mitsubishi Fuso Truck Configuration Application**

2012-2013

*Lead UX designer responsible for creating and executing all User Experience initiatives from user research to interaction design and validation.*

- Created user surveys and conducted user observations as well as documentation capturing the qualitative insight found through this process (mental models, personas, survey results)
- Conducted stakeholder interviews to leverage business objectives and project requirements while simultaneously aligning them to user goals and determining what provides value to the user experience.
- Created well-annotated wireframes and process flow documentation. Led Presentations to key stakeholders, created change orders based on the output of various meetings and the discovery of information gaps or flawed logic within the process flow of the application.
- Conducted user testing and post launch user surveys to confirm assumptions made during the design and development process. Used input to create change orders for future iterations.

**Project Manager / Lead Interaction Designer, Dudnyk Healthcare Marketing & Pharmaceutical Advertising, Horsham 2010-2012**

*Functioned as the Project Manager and Lead Interaction Designer for the Large Healthcare Marketing & Advertising Company*

Direct and develop multiple complex projects, including web applications and iOS detailed tasks; leads the project/strategic planning, team building, process development, deployment, lifecycle, quality control, and report management activities. Function as a Solutions and Subject Matter Expert in current trends or technologies throughout all departments in the organization; deliver quality staff Education and Support.

- Selected to manage various large accounts, including Merck, Inspire Pharmaceuticals, Medtronic, AMAG Pharmaceutical and Labopharm; maintained and coordinated complex account initiatives
- Directed and developed branded and unbranded websites and applications for patient and HCP marketing campaigns; led the development of various co-pay programs on the Branded Websites
- Led the development and implementation of various tools, resulting in a significant increase in the time spent on-site; the new program enhanced user experiences and overall client satisfaction
- Identified additional revenue streams and increased organic business growth while maintaining a focus on technology or industry-specific channels; successfully increased company profitability

**Lead Interaction Designer and Developer, Brody Professional Development, Jenkintown** 2008-2010  
Lead the development of eCommerce websites and supporting marketing materials, including e-Learning courseware applications, email marketing campaign drivers, or supporting print material for tradeshow.

- Selected to manage various large accounts, including Merck, Johnson and Johnson, AstraZeneca Pharmaceuticals, Teya and various other large Pharmaceutical and Medical Education companies

**Lead Interaction Designer / Courseware Project Manager, ProtonMedia, Lansdale** 2006- 2008  
Served as a direct liaison between clients and offshore vendors for courseware development; developed and designed interface and courseware content for multiple clients in pharmaceutical industries and led the implementation of projects. Managed project timelines, established deliverables, and monitored the project activities to ensure quality control and timeliness. Worked in collaboration with the Subject Matter Experts to create story boards, consisting of assessments/scenarios; ensured effective stories development.

**Media Developer – Interaction Designer and Project Manager, Deloitte and Touche, Glen Mills**  
2005 - 2006

Collaborated with the Subject Matter Experts to create story boards with assessments and scenarios and worked closely with Quality Review teams to ensure compliance with branding requirements and design standards. Designed and developed multiple courses and course websites and launched numerous US and Global Course Map websites, including the Deloitte Difference Program, Deloitte Difference EMEA Program, Human Capital Training, Strategies/Operations Fundamentals Program, and FSI Global School.

- Identified and resolved complex issues with HTML redirects and URL request or file downloads associated with Microsoft Service Pack 2; Worked closely with internal teams to resolve problems
- Effectively resolved broken ASP files in SABA; directly responsible for launching the course map websites after registration and coordinated the design of the QM retrofit exit page for the website
- Designed and developed Flash and Non-Flash templates for the Rapid Development Toolkit; sent templates to internal teams to maximize implementation processes and ensure process executions

**Creative Content Developer, AstraZeneca Pharmaceuticals, Wilmington** 2004 to 2005

Designed and co-developed multiple e-details for the drug Zomig and Zomig Rapimelt in Norwegian and Swiss markets. Created content and formats of the user interface and developed interactive quizzes which tracked user input and stored results in a .NET environment. Worked in collaboration with quality assurance teams to effectively resolve inconsistencies and bugs in a timely manner; ensured consistent quality control and directed lifecycles. Designed and developed templates for e-details or CME programs.

- Selected to manage various large client accounts, such as Zomig, Zomig Rapimelt, Seroquil, and Pulmicort (domestic/European); developed case-based e-learning, e-detailing or e-CME programs

**Lead Multimedia Developer, MedCases, Incorporated, Philadelphia** 2001 to 2004

Directed, led, and developed daily creative and multimedia operations for the Healthcare Education and Communications Company. Developed and led case-based e-learning, e-detailing, and e-CME programs and created and presented interactive solutions to pharmaceutical, biotech, and healthcare companies. Worked in collaboration with production teams to create an interactive CD rendered in Flash; program educated and instructed Sales Representatives on the drug Lantus and enhanced the Product Knowledge.

- Selected to manage various large client accounts, such as AstraZeneca, Aventis, Bayer, Janssen, Eli Lilly and Co, GlaxoSmithKline, Merck, Novartis, Ortho Biotech, Pharmacia, Roche, and Wyeth

- Created original graphics and charts to correspond with the existing data on insulin and synced audio to bullet points and animations; worked with the Production and Quality Assurance teams
- Designed and led a Sales Preceptorship for MedCases, Incorporated, a multimedia instructional CD demo with integrated video, audio, and flash animations to facilitate the sales closing process
- Developed an instructional flash CD-ROM for Sales Representatives selling the drug Vioxx GI; created flash animations, original charts, and graphics and designed a new User Control interface
- Created a linear flash online summary of the JNC7 guidelines for Hypertension and JNC7; made numerous edits to the audio script, created user control interfaces, and managed project lifecycles
- Designed a linear flash online summary for Insomnia; created user control interfaces with replay and exit functionalities, worked closely with internal staff to resolve bugs, and directed lifecycles
- Managed and maintained project lifecycles and delivered all projects within established timelines while maintaining quality control and accuracy; effectively resolved the complex quality conflicts

**Lead Web Designer, Partminer, Incorporated – Freetradezone, New York City** 2000 to 2001

Led the development of the business-to-business web application for searching, researching, and buying electronic components; recreated and reworked images to optimize performance, built HTML to ensure compatibility in browsers, designed and produced applications and created images. Worked closely with QA teams to resolve discrepancies and collaborated with internal Developers to incorporate an optimized HTML with multiple browser compatibility and the ability to handle a large amount of the dynamic data.

- Selected to manage various large client accounts, including Yahoo!, Dell, Electronics Workbench, Innoveda, Celestica, IBM, HP, E2open, and Ehitex; developed and maintained the Client accounts
- Instrumental in establishing and recruiting a design department to work with all business teams, marketing analysts, and developers to create a visual representation of all Business Requirements
- Successfully launched E2open and Yahoo.Freetradezone and completed Ehitex, the client sites constructed by Partminer/freetradezone; coordinated all project lifecycles and maintained quality

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## EDUCATION AND TRAINING

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**Multimedia Technologies –**  
The Art Institute of Philadelphia, Philadelphia, Pennsylvania –