Rudy Rogers
Visual Communicator/Web Developer/Visual Problem Solver

SUMMARY
I am seeking full-time long-term employment with a forward-thinking company. I bring over 25 years of experience working in the creative space, from pre-press (ad work) to educational gaming, chat room, and video webcast development. I also have a wide base of experience in digital pre-press, online multimedia, **UI/UX design and development**, using the latest in front-end technologies, **responsive design**, and **WCAG Accessibility/508 Compliance** strategies. I possess strong traditional fine art and illustration skills. My work can be viewed at my portfolio site **www.StudioRyu.com**. I may be contacted online at **StudioRyuMe@gMail.com**.

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EXPERIENCE – Full-Time

Sr. UI/UX Designer/Web Developer   11/01/2023 – Present
Studio-Ryu, LLC – St. Paul, MN (Full-Time)

Web Development:
• I am currently Developing and maintaining responsive websites for clients using **HTML**, **CSS**, **JavaScript**, and relevant frameworks (e.g., **React**, **Angular**, or **Vue.js**). Optimizing website performance for speed, scalability, and security, and ensuring cross-browser compatibility and mobile responsiveness.

UI/UX Design & Architecture:
• I am also conducting user research and usability testing to inform design decisions based on client needs by creating **wireframes**, **mockups**, and **prototypes** to visualize design concepts using **Figma**, **AdobeXD**, **AxureRP** depending on the client preference.

Web Accessibility & 508 Compliance:
• I champion ensuring all web designs and development work comply with accessibility standards (**WCAG 2.1**) and **Section 508** guidelines. I Implement features such as keyboard navigation, screen reader compatibility, and alternative text for images. I also conduct regular audits and testing to ensure ongoing compliance with accessibility standards.

Graphic Design:
• I enjoy creating visually appealing graphics, layouts, and UI elements for websites and digital products using **Adobe Creative Suite** tools, while developing and maintaining brand identity guidelines across digital platforms. As needed, I design custom icons, images, and other visual elements that enhance the user experience.

UX Designer/Web Developer   10/20/2018 – 10/07/2023
Daikin Applied Americas – Plymouth, MN (Full-Time)

I was responsible for implementing the look and feel of the software interfaces related to the Daikin Applied products (specifically touch-screen), as well as GUI design and implementation on multiple platforms using **HTM5**, **CSS3/SASS**, **Bootstrap**, **JavaScript**, **Angular, ChartJS**, and creating custom SVG-based **iconography**, and motion graphics using **Adobe Animate**, and other **Adobe Creative Suite** applications.

• My duties also included creating prototypes, and leading user testing VOC (Voice of the Customer) activities. In addition to **UX research** and **UX design** using wireframing and prototyping tools such as **AdobeXD** and **Figma**. It was also a "shared resource" for other engineering and marketing teams.

Senior UI/UX Developer

10/24/2016 – 05/25/2018

Medica – Minnetonka, MN (Full-Time)

• I collaborated with developers, business analysts, product managers, clients, and end users to build proof-of-concept prototypes for highly innovative, user-friendly, best-in-class visual interfaces and artifacts. Solved complex problems in a fast-paced, iterative, and multi-release environment using various front-end development technologies such as **Angular**, **AxureRP** and **Adobe Creative Suite** applications (Photoshop, Illustrator) in an **Agile** environment.

• I worked closely with the business owners, and various Information Technology teams, as well as the Software Development team to continually drive innovation for new product launches as well as sustaining, improvement, and maintenance work. Collaborated and assisted with user studies and usability testing with existing users and prospective customer base to include testing of prototypes and existing systems and made recommendations based on an understanding of the end-users' perspective of a given design.

• Worked closely with the development team to build a reusable design infrastructure (technical and visual components) that can be leveraged across the Organization. I also worked in partnership with the Marketing department to create, implement, and update style guides. I created processes for UI Design to be reusable across teams within the company.

• I also championed **WCAG Accessibility/508 Compliance** standards across web projects.

UI/UX Designer/Developer

02/2014 – 07/2014

Tek Systems – Bloomington, MN (Full-Time)

• I was a full-time front-end UI/UX Designer/Developer for their clients such as Cigna and General Mills, creating online marketing collaterals, interactive online applications, and responsive web sites. I enjoyed lending my visual communication background and experience as a key resource or liaison between client-facing front-end BAs and designers, and hardcore back-end server-side developers, in both open-source and proprietary platforms using various IDE's and within an **.ASP.Net MVC framework**.

Front-End Developer/Designer

05/2011 - 02/2013

Cigna - Web IT Dept. - Eden Prairie, MN (Full-Time)

• I was In charge of crafting and delivering solid markup assets for web applications using **Adobe Creative Suite** applications, **HTML5**, and **JavaScript/jQuery.** I was an integral part of an **AGILE** design and development team and took visual design concepts and converted them into high-quality **UI/UX prototypes**; Utilizing a thorough understanding of modern front-end development techniques, and back-end application integration to produce accessibility-compliant code,.

• I developed front-end/presentation layer code, specifically **HTM5**, **CSS3**, and **JavaScript/jQuery**. I translated visual designs into complete, multi-layer **HTML5** pages while adhering to design specifications, pattern/module libraries, and newly launched brand-compliant specifications.

• I collaborated with BAs and back-end developers to ensure the integrity of the **UI/UX** is maintained throughout the development life-cycle. Ensured cross-browser compatibility, and resolved presentation and DOM-manipulation issues. I also created on-demand presentations, graphics, and icons to assist in **UI/UX design and development** using various technologies such as **Viso**, and **Adobe Design Suite** applications.

Front-End Designer/Developer   07/2008 – 07/2010
Eniva Corporation – Anoka, MN (Full-Time)

• I built and maintained dynamic web sites with custom-built **CMS** administrative **SSL-secured** back-ends. Some with **ecommerce** capabilities for multi-level marketing company that produces in-house all-natural liquid health & wellness products

• I integrated and maintained social networking media channels such as Facebook and Twitter; facilitated integration and distribution with company's online brands

• I developed, maintained and trouble-shot sites that utilized **Adobe Creative Suite** applications**, XHTML**, **CSS**, **JavaScript**, **PHP/MySQL Database**, **Adobe Flash-based** applications, and **AJAX**

• I enjoyed working in a flexible environment by facilitating pre-press, new-media, social-media, and eMarketing objectives. I wore many hats in the role and thrived.

Web Site Administrator/Designer   7/2006 - 5/2007
Digital River - Bloomington, MN (Full-Time)
• I was part of a team that maintained and trouble-shot client sites that utilized **XHTML**, **JavaScript**, and **CSS**. I also developed web sites using existing client motifs to fit the proprietary eCommerce engine (checkout/shopping cart) using **semantic/accessible XHTML.**

Web Designer/Developer   2/2002 - 10/2004
PR Productions - Minneapolis, MN (Full-Time)

• I was the principal graphic designer for online dating service web site with over 200,000-member database.

• I was also responsible for the over-all **UI/UX** of web site and its assets utilizing
CRM (Customer Relationship Management) principles and techniques for **UX** and customer service

• I developed, illustrated, animated, and programmed various amenities, such as multi-user games, and other interactive assets using **Adobe Creative Suite** applications, and **Adobe**(Macromedia**) Flash.**

• I enjoyed working in a flexible environment by facilitating pre-press, new-media, social-media, and eMarketing objectives. I wore many hats in the role and thrived.

Shockwave Programmer   5/2000 - 11/2000
Learning Outfitters - Excelsior, MN (Full-Time)

• I animated and developed educational interfaces using **Macromedia Flash and Macromedia Director. I p**rogrammed educational games for **K - 6th grade** target audience using **Macromedia Director Lingo** and **Macromedia Flash**, for delivery via **Shockwave** technologies.

Web Designer   09/200 – 04/2001
21st Century Learning - Tempe, AZ (Full-Time)

• I headed up the organization and redesign of a proprietary educational web-site using **MS Front-Page** and **HTML**.

Graphic Designer
01/200 – 05/2000

The Creative Designer Magazine - Scottsdale, AZ (Full-Time)

• I designed prep-press ads using **Adobe Photoshop**, and **Adobe Illustrator**, facilitated by client specifications for an interior-design resource magazine

Instructor of Web-based Applications
1/1999 – 1/2000

Minnesota School of Business – Brooklyn Park, MN (Full-Time)

• I instructed post-secondary web-design classes for adults by creating and facilitating lesson plans that taught **Macromedia Flash**, **Macromedia Director**, and Multimedia development

Computer Illustrator/Graphic Designer
1/1995 – 5/1998

Jostens/ProMedia: Recognition Division – Burnsville, MN (Full-Time)

• I created and first implemented Josten's digital photo-realistic presentation process for jewelry designs, and concepts using **Macromedia Freehand**, and **Adobe Photoshop**

• I was the website Image Technician for the company's Intranet and an illustrator of jewelry and ring designs for sales shows and presentations

• I facilitated visual and design assets in collaboration with the internal design team. I also initiated **Adobe Photoshop** training and tutorials for elder members of the division team

 • Created innovative custom design concepts emulating the internally famous "Denny Elliot" style of jewelry concept-design rendering.

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EXPERIENCE – Contract

Senior Web Developer
06/18/2018 – 8/18/2018

Optum – Eagan, MN (Temporary/Contract)

I was tasked to design, build, and maintain large-scale web applications, using a diverse set of languages and frameworks such as **HTML5**, **CSS3/LESS**, **JavaScript**, **JQuery**, **Angular**, and **React**.

I was to analyze user needs to determine technical requirements. Confer with management and development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions.

• Evaluated code to ensure that it was valid, performant, well-structured, and compatible with specific browsers, devices, or operating systems. As well as to identify and correct problems uncovered by testing or customer feedback teams. And to prioritize needs, resolve conflicts, develop content criteria, or choose alternative solutions.

UI/UX Developer   10/24/2016 – 05/25/2018
<u>Securian Financial Group</u> – St. Paul, MN (Temporary/Contract)

• I developed enterprise **UX components** for a common look and feel across Securian websites

• Primary technical skills used are **Responsive-Design** Principals & Practices, **HTML5**, **CSS3/SASS**, **JavaScript**, **jQuery**, **jQuery-Mobile**, **jQuery-UI**, and **AngularJS**, in an **Agile** environment.

• Primary responsibility is to translate UX flat designs into functional prototypes and update the site that hosts the functional prototypes.

• My contributions to their internal Application Development team led to, '15,000hrs under original estimate, a savings of 30% due to [greater] design efficiency and [better] developer efficiency (development of reusable components).

UI/UX Developer   06/2015 – 10/2015
<u>Thompson Reuters</u> – Eagan, MN (Temporary/Contract)

• I developed for mobile and tablet devices using modular **CSS/SASS "mixins**", as well as adjusting UI layouts to update and adhere to current UX standards for multiple online product platforms.

• I was responsible for working with designers, information architects, and a team of developers to define **HTML** markup and create **CSS** stylesheets for complex, information-rich web and mobile applications. Following coding standards already in place while implementing up-to-date technology, as well as adhering to current **WCAG Accessibility/508 Compliance** standards.

UI/UX Developer   09/2014 – 02/2015
<u>The BARBRI Group</u> – Eagan, MN (Temporary/Contract)

• I assisted as part of the UI Development team, due to my combination of creative and programming skills and expertise, in the development of web application user interfaces for an online testing firm that facilitates the Bar Exam for graduate students of Law.

• My responsibilities included design and implementation of new applications as well as maintenance and enhancements to existing applications, done on desktop, web and mobile platforms. Using **HTML5/CSS3**, **JavaScript/jQuery**, **Adobe Creative Suite** applications, and **KendoUI**.

• I collaborated with team members on functionality, design and implementation features. I also worked with cross-functionally with other teams such as QA, product management and field engineers as needed.

Front-End UI Designer/Developer   04/2014 – 06/2014

General Mills Inc – St. Louis Park, MN (Temporary/Contract)

• I was the principal designer of a new intranet site's **UI/UX** for a company initiative to streamline product information to online vendors such as Walmart, Amazon, and Target for their principal brands.

• I created graphical **wireframes** for site architecture development and presentation. In addition, I worked closely with General Mills Global Business Systems (GBS) IT team to ensure corporate brand integrity (look and feel), as well as facilitating the smooth integration of **Adobe Creative Suite** applications**, HTML/CSS**, **AngularJS**, & **Bootstrap** markup converged into the team's .NET framework for the site.

• My traditional design skills were also employed to create a custom animated logo for this internal online resource.

Front-End UI Developer   02/2014 – 03/2014

AmeriPride – St. Louis Park, MN (Temporary/Contract)

• Worked in collaboration with company's IS Department and senior UI Developer in the desktop -to-mobile responsive implementation of its B2B eCommerce portal using **Adobe Creative Suite** applications**, HTML5**, **CSS3**, within a C#/.Razor ASP.Net MVC framework using **Visual Studio Pro**, **Agile** project management environment

Front-End UI Developer   10/2013 – 01/2014

ProtoLabs – Maple Plain, MN (Temporary/Contract)

• I worked collaboratively with company's Marketing Dept. and senior developers in the responsive-redesign of the company's web-sites using **HTML5**, **CSS3**, **Javascript**, & **jQuery** within a C#/.ASP MVC framework using **Visual Studio Pro**, **Agile** project management environment; Code reviews done with **Collaborator**.

• Developed pixel-perfect, responsive company-branded landing pages from strict design parameters and guidelines that optimized **[Google] SEO**, and were platforms for successful click-through conversions.

Front-End Developer
MNDHS - MNChoices Project – St. Paul, MN (Temporary/Contract)
04/2013 – 06/2013

Web Design Community Ed. Instructor
Minneapolis South High School – Minneapolis, MN (Temporary/Contract)
01/2008 - 03/2008

Flash Developer/Animator
Plato Learning c/o DigitalPeople - Bloomington, MN (Temporary/Contract)
3/2006 - 5/2007

Flash Developer/Animator
LogicBay Corporation - Bloomington, MN (Temporary/Contract)
7/2001 - 9/2001

Web/Multi-Media Developer
Private Networks – Phoenix, AZ (Temporary/Contract)
5/1998 – 1/2000

Multimedia Designer/Developer
Interactive Personalities - Minneapolis, MN (Temporary/Contract)
1/1998 – 1/1999

Computer Illustrator
Computer Network Technology – Minneapolis, MN (Temporary/Contract)
01/1995 – 06/1995

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EDUCATION

Certification, Brain & Behavioral Science (UX)   2023
The Team-W, Online >> TheTeamW.com
Areas of study: Courses on applying psychology to UX Design: The Science of Decisions, Social Relationships and Communication, Thinking and Memory, Vision and Perception, What Drives Human Motivation

Certification, User Experience (UX)   2019
The Team-W, Online >> TheTeamW.com
Areas of study: Courses on applying psychology to UX Design: UX Fundamentals, Design for Engagement, User Research for UX Design, Lean UX, UX Conceptual Model Design, UX Detailed Design, User Testing for UX

Certification, Web Accessibility: Best Practices, Tools & Techniques
Udemy.com   2016
Areas of study: Accessibility Principles, Usability & Inclusion; Essential Components of Web Accessibility, Web Content Accessibility Guidelines (WCAG), Accessibility for Business

A.A., E-Commerce   2002
Brown College - Mendota Heights, MN
Areas of study: Visual Basic, C++, Java, Web Server Design, E-Commerce Marketing

B.A., Visual Communication Degree 1999

Al Collins Graphic Design School - Tempe, AZ
Areas of study: Web Design, Multimedia Design and Development, Animation and Motion Graphics, Flash and Director programming, 3-D Design

A.A., Advertising Design Degree 1995

Brown Institute - Minneapolis, MN.
Areas of study: 2-D Design and Layout, Illustration, Pre-press Production, Typography

*Special Note***:** Fluent in spoken Japanese, familiar with Chinese (Mandarin), and Spanish

TOOL SETS

AGILE Development Methodology, HTML5, CSS3 (LESS, SASS, SimpLESS), TailWindCSS , jQuery/JavaScript, jQuery-UI, jQuery-Mobile, AJAX, React, Angular, Vue, TypeScript, Bootstrap, NodeJS, Grunt, PHP/MySQL, Axure RP Pro, Figma, Adobe AdobeXD, IDEs (Eclipse, Visual Studio Pro, IntelliJ, AccuRev), GIT, Flash/Flex (Action Script 2.0/3.0), SwfDesktop (Flash-Based Dynamic Desktops), ScreenTime for Flash (Flash-Based Dynamic Screensavers), Adobe PhotoShop, ImageReady, MicroAngelo (Icon & Favicon maker), PowerPoint, Adobe Acrobat, SoundEdit (Mac-Based Sound Editing Prog.), CoolEdit (Windows Sound Editing Prog.), Audacity (Sound Editing Prog.), FullShot (Screen-Capture Prog.), Adobe Illustrator, FreeHand, Dreamweaver, QuickTime (web-based video), Final Cut Pro, DVD Studio Pro (DVD/CD Rom creation), Director and advanced Lingo.