RON FORD

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● Portfolio: Think-alouds   ● Email: me@ronford.com   ● Call: 425-879-4917

SENIOR UI/X DESIGNER & DEVELOPER

PROFESSIONAL PROFILE

Well-respected visual designer/developer with 30+ years' experience transforming vague concepts into persuasive, interactive reality which enhance recognized brands like:

• Boeing	• Microsoft	• Chase Manhattan Bank
• Tricon Global	• Taco Bell	• Circuit City
• ShopNow.com	• Classmates	• KFC
• eHost.com	• Albertsons.com	• MSN

Combine proven coding skills, creative, artistic talent with P&L mindset to rapidly create websites that succeed in "nailing it" time and again in exceeding sales projections.

Creative direction, management, and mediation ability to consistently build cross-functional team consensus around complex, innovative design solutions.

SELECTED ACCOMPLISHMENTS

Conceptualized, designed, developed, and marketed a program called Flyerware™. Selected as best new software product finalist at the National Association of Realtors convention.

Designed the user interface for Computer Based Training (CBT) prototype that landed a five-year, multi-million-dollar account with Boeing & SAS's 747-400 and 767 Flight Courseware.

Flash interface for Taco Bell featured on Macromedia's Flash Leading Edge Section.

CREATIVE TALENTS

• User-Centered UI Design	• Visual Metaphors	• Usability Methodology
• Brand Development	• Art & Icon Creation	• Accomplished Illustrator
• Redesign Specialist	• 2D & 3D Animations	• Information Architecture
• Rapid UI Prototyping	• Iterative Design Cycle	• Print, Video & Sound

BUSINESS ACUMEN

• Manage Multiple Projects	• Client Relations	• Art/Creative Direction
• Skilled Negotiator	• Effective Communicator	• Writing & Editing
• Attentive Listener	• Energetic Self-Starter	• Collaborator & Facilitator
• Extremely Organized	• Efficient Delegation	• Experienced Evangelist

DESIGN & DEV ARSENAL

• Fireworks (better than Figma, Sketch, Photoshop, Abstract, and Invision).	• WordPress	• Toolset
	• Gravity Forms	• Page Builder(s)
	• Illustrator	• Premier
• Microsoft Office	• Notepad ++	• Pencil and Scratchpad

PROGRAMMING SKILLS

• HTML/DHTML	• Relational DB Setup	• Some JavaScript
• Cascading Style Sheets	• Some PHP - MYSQL	• Multitude of WP Plugins

WORK EXPERIENCE

Senior UI/X Designer & Developer

WEBVISUALS.COM - Lake Stevens, WA - 2002 to Present
Skills involved include bidding, business development, product management, information architecture, web design, development & maintenance along with supervising development and creative resources. Set the UI/X design/dev strategy for custom site design (CSD) platform.

Some Recent Accomplishments:

- ALISS – Bypassed traditional static prototyping procedures and designed/developed an interactive website for business & dev teams to collaborate over & use in development.

- AAIMCo –Custom created a private membership group with abilities for discussion forum, member news, member-controlled landing pages, 7-step membership form.

- Eddins Counseling Group– Design/dev relational DB between 30 therapist, 46 specialties, 24 therapies along with custom page templates and administrative tools.

RON FORD

> "As a creative mentor, he led me in developing concepts and designs, which I think, pushed the envelope of my skill set. I sincerely appreciate his generosity, guidance, and kindness."

Hyunju Lee
Site Builder Intern
Network Commerce Inc.

> "Mr. Ford quickly grasped our requirements and translated them into dynamic and functional websites in a minimum of time. Mr. Ford is not only a superb artist but also an excellent programmer."

Kevin Amazon
Managing Director
Python Marketing

> "I came to Ron with only an old brochure and an idea in 1996. He took the challenge by creating and developing virtually every aspect of the learn-by-doing.com website. Today we do all our business on the internet and have been profitable since 1997."

Tom Mansfield,
Director
National Broadcasters
Training Network

> "His creative UI design and his hard working impressed everyone in the development team."

Stanley Wang,
Software Engineer

Senior UI Designer/HTML Developer

Network Commerce Inc. (A.K.A ShopNow.com, Techwave) **-** Seattle, WA - 1998 to Nov. 2002
Responsible for the overall web-based visual design, user experience and HTML development of company's numerous web-based applications, B2C, B2B, portal and e-commerce properties.

Main Responsibilities:

- Designing and developing concepts into interactive prototypes for back-end integration.
- Collaborated with stakeholders to identify creative strategies and define enhancements.
- Maintained visual excellence in a fast paced, high-pressure, "crazy" environment.
- Created new brand identities, navigation schemes, interaction designs, site structure, HTML templates, e-commerce flow, illustrations, animations, icons, and other multimedia.
- Facilitated information between usability and UI design staff translating user feedback and design solutions to management and development.
- Managed and mentored UI design team into a production force.

Key Accomplishments:

- Sold the CEO on the concept of forming and managing the UI Center, an internal group that combined interface designers with usability lab engineers. This combination reduced turnaround time, identified important design opportunities, saved money by catching costly problems early and delivered an easy and memorable experience to customers.
- Redesigned ShopNow.com. Click-through rate rose 15% the day it launched.
- Redesigned eHost.com. Page views up from 2.2 to 5.7. Paid websites improved by 60%.
- Last UI Designer standing when company, which once had a stock market value over a half a billion dollars and employed over 750 people, declared bankruptcy.

UI Designer/Web Developer

Microsoft Consulting Services Advanced Technologies - Bellevue, WA - 1996 to 1998
This practice used pre-released products from Microsoft development for early adopter customers who require advanced technologies to develop high-end business solutions.

Main Responsibilities:

- Focused on designing and integrating front end user interfaces with Microsoft technologies using HTML, DHTML, and JavaScript.
- Overall project organization, documentation, presentations, and user interface analysis.

Key Accomplishments:

- Circuit City - Designed a home theater section that gave configuration advice. Interface was so compelling the contract was increased to include the redesign of the entire website.
- Taco Bell - Originally a prototype showcasing Microsoft's advanced (alpha) internet technology was so well received by the executive committee that it went live.

UI Designer/Art Director/Product Evangelist

CYBERSIGHT™ SOFTWARE LLC - Issaquah, WA - 1994 to 1997
Co-Founder. Working with focus groups, originated the patented FlyerWare™ interface that was so simple real estate agents, with no computer experience, created real estate flyers like a professional in 5 minutes or less. Crafted advertising campaigns that generated sales nationally. Gained invaluable insight on what it takes to get a software product out the door and into the hands of users on a limited budget. Homeshark.com acquired company in 1997.

Lead UI Designer/Computer Based Training Developer

WICAT SYSTEMS - Bellevue, WA - 1988 to 1992
Interpreted the company founder's vision of an object-oriented authoring program by developing a rapid software prototyping technique utilizing Macromedia Director. Used as instruction to software engineers for R&D. Established standards for overall look and feel for 747-400 and 767 CBT lessons including: icons, colors, title frames, screen design and animations.

EDUCATION

BS Degree in Visual Communications - Bellingham, WA - Graduated 1987
Western Washington University - Senior Year, Computer Graphics Lab Instructor

American Pictures - Animation & Video graphics Apprenticeship - Seattle, WA - 1986
Extensive one-on-one mentor training on video "paint box" with renowned digital artist.