



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.

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EDUCATION

Certification, Brain & Behavioral Science (UX)

2023

[The Team-W](http://TheTeamW.com), 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](http://TheTeamW.com), 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](http://BrownCollege.edu) - 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](http://AlCollinsGraphicDesignSchool.com) - 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](http://BrownInstitute.com) - 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, **Adobe Creative Suite** (Photoshop, Illustrator, Character Animator, InDesign), **HTML, CSS3 (LESS, SASS, SimpleCSS)**, AlpineJS, TailWindCSS , **jQuery/JavaScript**, jQuery-UI, jQuery-Mobile, AJAX, **React, Angular, Vue, TypeScript, ES6, Bootstrap, NodeJS**, Grunt, **PHP/MySQL, Axure RP Pro, Figma, Adobe AdobeXD**, IDEs (Eclipse, Visual Studio Pro, IntelliJ, AccuRev), GIT, PowerPoint, **Dreamweaver**, QuickTime (web-based video), **Final Cut Pro, DVD Studio Pro** (DVD/CD Rom creation)

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EXPERIENCE

Sr. UI/UX Designer/Web Developer

11/01/2023 – Present

Studio-Ryu, LLC – St. Paul, MN (Freelance/Contract)

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 **HTML5, 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 my responsibility to work with other engineering teams and marketing to ensure requirements are understood and testable

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.

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 Developer

10/22/2015 – 09/02/2016

Securian Financial Group – 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

UI/UX Developer

06/2015 – 10/2015

Thompson Reuters – 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

The BARBRI Group – 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.

UI/UX Designer/Developer

02/2014 – 07/2014

TekSystems – Bloomington, MN (Full-time Contractor)

- 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 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 used to create a custom animated logo 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

04/2013 – 06/2013

MNDHS - MNChoices Project – St. Paul, MN (Temporary/Contract)

- I facilitated modification, and updates to online learning modules with the Minnesota Dept of Human Resources using **XHTML**, **JavaScript**, **XML**, **Flash Actionscript 2.0**, and Sharable Content Object Reference Model (**SCORM**) API methods to communicate with their third-party LMS **PathLore** that records scores, mastery, and completion of 9 required online learning assessments.

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 Design Community Ed. Instructor

01/2008 - 03/2008

Minneapolis South High School – Minneapolis, MN (Temporary/Contract)

- I facilitated the development of a lesson plan for the creation of a small web site to teach the basics of HTML and CSS to adult learners in the Minneapolis Community Education Program.

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**.

Flash Developer/Animator

3/2006 - 5/2007

Plato Learning c/o DigitalPeople - Bloomington, MN (Temporary/Contract)

- I animated and programmed interactive slide shows, and CD-ROM presentations introducing new client-products, and brands using **Adobe Creative Suite** applications and **Macromedia Flash**
- I also developed cross-platform (PC/MAC) CD-ROM presentations introducing new client-products and brands.

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**.

Flash Developer/Animator <u>LogicBay Corporation</u> - Bloomington, MN (Temporary/Contract)	7/2001 - 9/2001
Shockwave Programmer <u>Learning Outfitters</u> - Excelsior, MN (Full-Time)	5/2000 - 11/2000
Web Designer <u>21st Century Learning</u> - Tempe, AZ (Full-Time)	09/200 – 04/2001
Graphic Designer <u>The Creative Designer Magazine</u> - Scottsdale, AZ (Full-Time)	01/200 – 05/2000
Web/Multi-Media Developer <u>Private Networks</u> – Phoenix, AZ (Temporary/Contract)	5/1998 – 1/2000
Graphic Designer <u>For Rent Magazine</u> – Pheonix, AZ (Full-Time)	01/1998 – 06/1998
Instructor of Web-based Applications <u>Minnesota School of Business</u> – Brooklyn Park, MN (Full-Time)	1/1999 – 1/2000
Multimedia Designer/Developer <u>Interactive Personalities</u> - Minneapolis, MN (Temporary/Contract)	1/1998 – 1/1999
Computer Illustrator/Graphic Designer <u>Jostens/ProMedia: Recognition Division</u> – Burnsville, MN (Full-Time)	1/1995 – 5/1998
Computer Illustrator <u>Computer Network Technology</u> – Minneapolis, MN (Temporary/Contract)	01/1995 – 06/1995

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**References and freelance clients submitted upon request*