

Scott C Romack - I make things that work beautifully

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Disruptive Stealth Startup in the Restaurant Space, Product Design and Development Director

January 2025 - Present

- Developing entire restaurant design and technology stack from the ground up, combining UX principles with JSX (Qwik), GraphQL, and Tailwind 4 for an easily understandable experience that loads instantly (100% lighthouse scores)
- Leading cross-functional teams to create innovative solutions that address critical pain points in the restaurant industry
- Implementing modern React-based architecture with Tailwind CSS for a responsive, accessible user experience
- Streamlining development workflows and establishing design systems in code
- Conducting user research and testing to validate product decisions and ensure market fit

Taylor Business Group, UX Designer/UI Generator

November 2023 - December 2024

- Led the redesign of MS Dataverse visualizations, making data easier to understand and ensuring it met accessibility standards (WCAG).
- Built new front-end systems with Tailwind CSS, boosting user satisfaction.
- Worked with stakeholders using paper prototypes and [draw.io](#) diagrams, and directed user testing phases for profitability analytics tools, increasing engagement.

Norwex, Full-stack UX Designer

2019 - 2023

- Directed agile design / development team in launching new shopping app,

achieving 13% increase in average sales.

- Used Ionic and Capacitor to wrap standard web code into native iOS/Android apps.
- Developed and tested prototypes using Figma and Maze, with direct implementation in Tailwind CSS.

Zales and Tenet, Senior UX Designer/Developer (Contract)

March 2019 - November 2019

- Implemented Design Thinking and Lean UX methodologies at Tenet Healthcare's Business Intelligence portal, enhancing data interpretability and ensuring accessibility and compliance with industry standards.
- Enhanced Tableau reports through user-centered design principles, improving overall user experience.
- Introduced rapid iteration concepts via paper prototypes at Signet Jewelers.

Lanvera, Senior UX Designer/Developer

September 2016 - December 2018

- Led a comprehensive rewrite of the core product using Angular and Material Design, making the user experience smoother and more consistent.
- Standardized web products with modern JavaScript frameworks, speeding up development.
- Used a 5-step design thinking process with Sketch and InVision, which really boosted user engagement. Also, managed tasks and feedback using Jira.

Avaya, Senior UX Designer/Developer

January 2013 - September 2016

- Continuously improved UX through experimentation and teamwork, making the process more engaging and effective.
- Developed and maintained scalable, accessible design systems for enterprise applications, ensuring compliance with WCAG standards.
- Collaborated with cross-functional teams to enhance user experience and streamline business processes.

Previous Experience???

- **Bazaarvoice, Amplifcommerce, and Archipelago Learning:** Senior UX Designer/Developer
- **Dotvita and Enilon:** UX Development contracts
- **Exhibit Group, Wieck Media and Object Systems Group:** Frontend Architecture
- Designed and built beautifully usable sites, microsites, and CSS-based cross-browser HTML emails with Salesforce and Mailchimp, using Tailwind CSS and the Maizzle framework.
- Created and coded responsive email templates, ensuring cross-client compatibility and high deliverability rates, resulting in an increase in user engagement and satisfaction.
- Collaborated with internal teams to deploy content, maintaining consistency with brand standards and enhancing user interaction.

ABI Insurance, Senior Web Designer/Developer

February 2007

- Designed, coded, tested and deployed standards-compliant HTML email campaigns compatible across all major email clients.
- Redesigned, coded and maintained six internal and external websites.
- Edited and published streaming video and multimedia content.
- Educated and trained creative staff on merits of standards-based web development.

Powered.com, Senior Web Designer/Developer

August 2006

- Designed and built online learning centers for Yahoo! and Corel using Powered's Java JSP-based content management system.
- Collaborated with team to create 100% standards-compliant websites for major corporate clients.
- Utilized IntelliJ IDEA, Photoshop, and Dreamweaver for development.

Ciber, Senior Web Developer/Designer

May 2006

- Single-handedly designed and implemented custom Content Management System (CMS) for Collin County Community College District using Sitecore (.NET-based CMS).
- Managed complex system with seven SQL databases on IIS server.
- Created standards-based XHTML templates and conceptual designs using Photoshop and hand-coded development.

Esoterix, Senior Web Developer/Designer

February 2006

- Redesigned and refactored web-based J2EE application for pharmaceutical testing data management.
- Achieved 50% reduction in download times while improving visual appeal and usability.
- Implemented AJAX, JSP with MoJo, Capability Framework, Struts, and TopLink frameworks.

IMC2, TRIBAL DDB, ACKERMAN MCQUEEN, Multimedia Designer

October 2004 - 2013

- **IMC2:** Organized Information Architecture for pharmaceutical clients, participated in brainstorming sessions and produced functional UI wireframes using Visio.
- **TRIBAL DDB:** Multimedia design and production for clients including Apple, Lucas Arts, Pepsi, Mountain Dew. Designed animated banner ad units working with creative personnel on storyboards in Adobe Photoshop and Flash.
- **ACKERMAN MCQUEEN:** Designed and developed multimedia presentations for the National Rifle Association annual meeting using Flash and Adobe Creative Suite.

Nokia, Human Interface Designer

April 2004 - October 2004

- **RUM Receivables Management:** Prototyped GUI in Adobe Photoshop for user testing, developed XHTML and CSS based templates to speed development and ensure consistent look & feel.

- **Nokia.com Government Section** (<https://tinyurl.com/shortynokia>): Created working XHTML/JSP prototype for usability testing, redesigned entire section and uploaded improved content via Nokia's custom CMS built upon Vignette.

Verizon, Creative Lead

November 2000 - February 2002

- Staffed and led creative development team designing wireless web application for collaborative effort between Verizon and Microsoft.
- Conceptualized custom interface elements, icons, logotypes, and overall aesthetic as well as functionality using DHTML, CSS, and Flash.
- Created dynamic animated online marketing campaign to promote the product.

ObjectSpace, Multimedia Designer

July 1999 - November 2000

- **Galileo International:** Designed and implemented user interface for complex travel management system following corporate style guide.
- **Nokia and Southwestern Bell:** Developed prototype interface for co-branded ringtone website.

Early Career

- **Ernst & Young:** Senior Designer / consultant (August 1998 - July 1999)
- **Alpha Graphics:** Graphic Designer (March 1998 - August 1998)
- **Sir Speedy:** Designer (April 1997 - March 1998)

AWARDS & CERTIFICATIONS

- **UCDA Award of Excellence:** North Lake College CDROM multimedia promotion incorporating 2D and 3D animation, original sound score and information design
- **IxDF Membership Certificate:** Interaction Design Foundation • Issued January 2020