

CRAIG B. SCOTT

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UX/UI DESIGNER – SOFTWARE DEVELOPER / ARCHITECT

Agile Methodology / Scrum ■ Web Development ■ Visual Design ■ Team Leadership

Consummate UX/UI designer, software developer, team leader, and architect offering outstanding ability to produce data-driven Web applications, with reputation for 100% on-time delivery of cutting-edge software, including enterprise-class SaaS, N-Tier Architectures, and LAMP (Linux, Apache, MySQL, PHP) solutions that boost revenue and enhance business performance. Influence product design and convey concepts to users, executives, and developers; formulate architectural requirements, design rationale, and quality standards.

Software Engineering | Product Management | UI Design | SDLC | Project Management | OO | Usability
E-Commerce | Wireframe / Workflow | Open Source | Business Case & Justification | Data Structures
Architectural Decisions | Release, QA, & Test Management | Prototyping | Product Line Ownership

- **New Revenue Streams:** Facilitated private-label functionality to support **Upromise, Expedia, Marriott, Hawaiian Airlines, and Forest Travel product lines** at Fairgrounds Media / Home and Abroad. Delivered cross-browser compliance/private label capability for crowdfunder.com and schoolfunder.org.
- **Product Development:** Influenced i3logix software functionality, presentation, and usability—with architectural role for **flagship products**. Led i3screen development (#1 revenue product - 14,000 customers), handling data-driven requirements, permissions, functionality, navigation, forms, wizards, and buttons.
- **Embedded Systems:** Created Set-Top Box applications (5 divisions, 1 million households) at Time Warner.
- **Team Direction:** Drove i3logix software development affecting **80,000+ users at main customers** as chief architect for all design and product line development. Led Time Warner Flash team in design/delivery of interactive, multi-tiered Menu, Find Show, Settings, Search functionality, Guides, and Banner applications.
- **Website Production:** Developed and published business and educational websites, and ran website design development firm incorporating Flash, ASP, and databases to support inventory and e-commerce.

TECHNICAL BACKGROUND

Languages & Tools: HTML5; HTML; DHTML; XHTML; XML; CSS3; CSS; PHP; SQL; C#; ASP.Net; Eclipse; Aptana; Zend; Joomla; Drupal; Javascript; AJAX; JSON; ExtJS; Sencha; jQuery; PhoneGap; FlashAS 2 & 3; VB 5/6, VB Script; ActiveX; Perl CGI; Oracle Developer 2000 Forms, Reports; Visio; Cast SQL Builder; Visual Source Safe, Visual Interdev; Flash; Dreamweaver; FrontPage; Photoshop, Illustrator; Premiere; Final Cut Pro; 3D Studio Max; MS Visual Studio, Project; Rally Software; OsCommerce; Zen Cart; DotNetNuke; RESTful Web Services; XML-RPC

Paradigms: AJAX; Object-Oriented Programming; N-Tier Architecture Development; Service Oriented Architecture (SOA)

Databases: MS SQL Server 6.5/7/2000 (Administration, Stored Procedures, Triggers, Indexes, Backup/Recovery); MySQL; Internet Information Server; Apache Web Server; MS Access

Platforms: Windows NT/XP; Mac OS9 & OSX; Linux

PROFESSIONAL HISTORY

i3logix Inc., Denver, CO ■ 2011 – Present

SENIOR CONSULTANT

Introduced Secha and Processmaker technologies for new Client Registration and Scheduling applications, supplying prototypes and analysis as consultant. Working with 3rd-party HR software applications to define APIs.

- **Completed key EXTJS and PHP bug fixes** to EMSI's production scheduling system, audit trail logging and provider sessions.

VP PRODUCT MANAGEMENT, 2010 – 2011 / CHIEF SOFTWARE ARCHITECT, 2009 – 2010

As primary architect, direct customer contact, and Product Owner, generate peak revenue by leading architecture and development for all product lines (i3screen, i3schedule, i3file, i3credential) at provider of document/workflow intelligence software (drug screening and background checking suite). Conceptualize, plan, and design product roadmaps after working with customers to gather requirements. Assess and architect all presentation layer infrastructure in alignment with company goals. Direct UI architects, Business Analyst, Project Managers, and software engineers as direct report to President; collaborate with Engineering/Product Managers.

- **Shaped product direction** and increased usability, producing wireframes, UI prototypes, and mock-ups in accordance with customer needs. Guided developers and QA in testing and architecture development in alignment with automated test goals; ensured delivery in accord with prototypes and specifications.
 - Owned end-to-end user experience process, with emphasis on usability/quality customer experience.
- **Instrumental in heading all product planning, requirements, and specifications**—with expert grasp of user requirements and development management authority.
 - Staffed and grew development team, sourcing talent according to technical aptitude and ability to deliver quality code within intense, fast-paced environment.
- As Product Owner, directed all Rally software management tasks to support Agile development.
- Produced Marketing and Product Requirements Documents; developed acceptance criteria and user persona stories reflected in product strategy and deliverables.

SENIOR DEVELOPER, 2007 – 2009

Led 8-member team in accelerated development phase for i3screen, i3schedule, i3credential, and i3file product lines, with close monitoring and team mentoring for productivity. Interfaced with key customers First Advantage and Exam Management Services Inc. on requirements.

- Worked closely with company President and customer project managers; took on business analyst role to gather user requirements.
 - Developed invoice itemization capabilities module, plus software designed to issue code letters.
- **Quickly picked up domain expertise** in background screening and test tracking; created company's first laboratory integration and online ordering capabilities critical to initial wins.
 - Added functionality designed for ease of use, including geo-coded locations for drug test sites, Google Map interfaces, collection site connectivity, and test confirmation tracking.
- Built dynamic screening platform utilizing ExtJS, jQuery, PHP and MySQL with 800+ grids and 1200+ forms.
- Built product catalog and added Jasper ad hoc reporting capability for screen and PCM.

Home and Abroad, Inc. / Fairgrounds Media, Boulder, CO ■ 2007

SENIOR WEB DEVELOPER / USER INTERFACE ENGINEER

Expanded functionality, quickly assessing requirements and transforming core application while supervising 3-member development team in back-end Java coding. Delivered all database requirements, design specification, and user interface components. Supplied emailing functionality critical to fundraising applications, with design of entire user interface; produced back-end PHP emailing functionality and front-end DHTML, JavaScript, and CSS.

- **Produced complete CSS, HTML, and Java makeover**, with leadership role in redesign, planning, and hands-on development/team delegation to create private label online trip planning applications.
 - Led scope definition, project planning, and user interface design using JavaScript, CSS, and AJAX.
- Created all front-end architecture allowing for the product to meet client branding requirements.
- **Preserved fundraising website functionality** while allowing customization for individual schools; utilized Eclipse, Drupal, PHP, and Smarty. Reworked fundraising sites CSS for browser plus page components.

Time Warner Cable – Advanced Technology Group, Denver, CO ■ 2004 – 2007

SOFTWARE ENGINEER / FLASH DEVELOPER

Introduced Flash technologies for time-critical applications, supplying development, prototypes, and enhancement analysis as consultant. Identified enhancement features via technical/creative team collaboration (U.S. and Canada). Streamlined production, enhanced quality, and standardized interfaces, building components and reusable interfaces/classes; worked with 3rd-party software teams to define and produce open APIs.

- Developed all major user interfaces and front-end applications with design, development, and implementation completed in combination of Flash, ECMA Script, and C.
- Provided rapid prototyping for OnDemand, PPV, and Search application demonstrations.

Z-Axis, Inc., Denver, CO ■ 2004 – 2007

MULTIMEDIA DEVELOPER / CONSULTANT

Joined leading provider of courtroom animation software to create highly targeted Flash applications credited with achieving strong legal results for corporate clients. Built animations and storyboards; worked with 3D staff to provide specific visual scenes. Produced applications from pictures and other descriptions.

- Assisted in securing favorable outcome for multimillion-dollar cases involving Department of Justice, World Trade Center, Avistar, Medtronic, Nortel, Inventec, Gilmer, Viola, and Silverstein.

E-Street Communications / Digital Inspirado, LLC, Denver, CO & San Diego, CA ■ 2004 – 2007

WEBMASTER / PROPRIETOR / WEB PRODUCER

Planned and executed full website projects, handling all design, development, and implementation. Generated business growth through referrals at medical, retail, sporting, music, and other industries. Analyzed and presented strategies, concepts, and prototypes to clients. Incorporated Flash-based technologies, ASP development, and database structures to support inventory, database, online ordering, and other applications.

- Supported 17-location automobile dealership, developing ASP-based website with New and Pre-Owned Vehicle databases, administrative capability, and Flash animations.

LightSpan, Inc., San Diego, CA ■ 2000 – 2003

LEAD INTEGRATOR / WEB DEVELOPER

Oversaw application delivery at educational software firm, leading aggressive schedules for Lightspan Achieve Now Online (LANO) product. Supplied project planning, scheduling, and status reporting. Led prototype phase, directory structure, VSS, development server access, QA, rollout, and site maintenance projects.

- **Integrated 2,000+ pages**, building directory structure and ASP templates.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Business Administration – Management Information Systems Major
UNIVERSITY OF OKLAHOMA, Norman, OK

LYNDA.COM
Advanced Flash ActionScripting

UNIVERSITY OF CALIFORNIA
Web Animation