

JANI MOMOLU ANDERSON – USER EXPERIENCE DESIGNER

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SUMMARY

I am a User Experience Designer & Front-End Web Developer with experience in UX & UI, web design, graphic design, HTML & CSS development. I enjoyed 7 years with Sigma6, Detroit's first interactive agency, which I co-founded in 1995. From 2005 to 2011, I was fortunate enough to work for Playboy Enterprises in Chicago as part of the Content Development Team, occupying the roles of Web Designer, SEO Associate, Front-End Web Developer & Team Lead, consecutively. From there, I moved towards more software-related roles in companies such as Big Time Software, Vennli, Northern Trust & Supernova Companies. I have spent years becoming fluent in JavaScript & jQuery. I enjoy writing object-oriented JavaScript by-hand & using development frameworks like Angular.js & Bootstrap. I have years of experience managing personnel in entrepreneurial, fast-paced, results-driven environments. My formal education in Fine Arts & User Experience Design, augmented by state-of-the-art practical training in web development, makes me uniquely qualified to engineer exceptional user experiences.

SKILLS & QUALIFICATIONS

User Experience Design

- Nielsen/Norman Group training
- Usability testing, remote & in-person
- Generative knowledge interviews
- Persona development
- Accessibility testing
- Heuristic analysis
- SUS testing & NPS scoring
- Visual display of quantitative information
- UML diagrams & customer journey mapping
- Information architecture & storytelling frameworks
- Wireframing & prototyping

Front-End Development

- Expert-level experience with hand-coding HTML & CSS for enterprise systems
- Expert-level experience with cross-browser & cross-platform compatibility, including mobile devices
- Advanced knowledge of architecting & hand-coding object-oriented jQuery
- Advanced knowledge of hand-coding vanilla JavaScript (POJO)
- Advanced knowledge of AJAX, JSON & XML
- Advanced experience with front-end aspects of Billing Systems Integration, including Forms & Error Handling
- Advanced experience in Agile environments
- Professional working experience with .NET MVC & Microsoft Visual Studio
- Professional working experience with JIRA, GitHub & Rally
- Professional experience with frameworks like AngularJS, EmberJS, Bootstrap
- Working knowledge of object-oriented JavaScript programming
- Working knowledge of Video APIs like YouTube & Brightcove
- Manager-level experience with Ad Server Integration solutions
- Manager-level experience with Interstitial & Takeover Ads
- Creating campaigns & mechanisms for Opt-In Email Marketing
- Building Forms for E-Mail sign-ups & billing, using jQuery for Client-Side Validation
- Version Control – SVN, Subversion, GitHub & Vault
- VIM, Terminal & Command-Line
- Creating simple Google Maps, Twitter & Facebook Apps
- Design & construction of E-Mail Marketing templates

Software Development

- Integration of multiple systems, both open-source & off-the-shelf

- Architecture of object-oriented JavaScript modules as add-ons to legacy code
- Ideation, wireframing, design & programming
- Professional working experience with JavaScript frameworks & APIs
- Professional working experience with PHP frameworks like Symfony
- Significant exposure to database technologies like MySQL & MongoDB
- Project & personnel management
- Product design & implementation

Web Design & Interactive Development

- User Experience & User Interaction design for Northern Trust, Playboy, BP, BET Television, GMC, Delphi Automotove & other Fortune 500 companies
- Developed HTML & CSS architectures for websites with hundreds of thousands of unique visits & millions of page views per day
- Architecting & executing JavaScript & jQuery solutions
- Slideshows, Modal Popups, Popup Menus, Email Gates, Sign-Up Forms & Mini-Games

SEO & Traffic

- Experience with mining conversion, traffic & search data from SEOMOZ, Google Analytics & Coremetrics
- Experience with creating & maintaining Google AdWords campaigns
- Experience with creating & managing email newsletter campaigns in Pardot & Salesforce
- Worked with back-end developers to execute On-Site Search technologies
- Expert-level knowledge of On-Page SEO Mechanics
- Advanced knowledge of Long-Tail SEO Tactics & Link Building
- Extensive experience analyzing Data from Unique Visitors & optimizing pages for Conversion Rates

Personnel Management

- Personnel training in HTML, CSS & Bootstrap for Northern Trust
- Team Lead for Front-End Development at Playboy Enterprises Inc.
- 5 years as Creative Director & Co-founder of Sigma6 Interactive Media, Detroit's first interactive agency
- 2 years as Vice President of Creative Services at AppNet Detroit & CommerceOne Detroit
- Director-level experience with acquisition, retention & management of full-time & temp/off-site employees
- First-hand experience with IPOs & corporate restructuring
- "Lead by Example" approach with emphasis on reward for excellence

Project Management

- Executive-level experience developing Business Cases & User Stories with executive management teams
- Entrepreneurial experience with Strategy & Partner management
- Manager-level experience with Agile development tools & methodologies
- Expert in writing & communicating for persuasion with emphasis on presentation & public-speaking

Content Management Systems

- Expert-level experience building custom WordPress themes
- Professional experience creating Fatwire page templates
- Experience designing Vignette templates
- Experience with web-based systems like Blogger & Squarespace

Graphic Design

- Logo Design
- Flyers & Posters
- Packaging & Brochures
- Magazines
- Slideshows & Presentations

Other Cool Stuff

- Proud AIGA Member
- Traditional Publishing
- Video & Motion Graphics
- Photography
- Photo Illustration
- Music Production

PROFESSIONAL EXPERIENCE

Supernova Companies, Chicago, IL – September 2016 – November 2018

- VP of Marketing & Product Design – Communications, UX, UI, & Branding
- Web publishing – Updating & maintaining front-end experience of all web-based products
- Branding & Collateral – responsible for creation of all marketing materials, print & online
- Marketing Automation – architected email drip campaigns in Pardot & Salesforce

Northern Trust, Chicago, IL – November 2014 – August 2016

- Second Vice President – worked closely with Creative Director & Head of Marketing Communications
- Front-End Web Development – worked closely with teams worldwide as only FED in entire company
- User Experience Design – usability testing, wireframing & heuristic analysis

Vennli, South Bend, IN – March 2014 – May 2014

- Full-Stack Web Developer – working with virtual machines & back-end development tools
- Entrepreneurial – all employees granted options to buy a stake in the start-up
- Self-Directed & Autodidactic – working remotely & self-teaching any unfamiliar technology

BigTime Software, Chicago, IL – 2011 – 2014

- Team Lead – managing a revolving development group of contract workers & full-time employees
- Project & Personnel Management – main point of contact for outsourced development & marketing assets
- Online Marketing & Branding – app store icons & web design
- Software Development - lead user interaction developer & user experience designer on entire software line
- Sales & Marketing Support – responsible for lead generation & SEO integration

Playboy.com, Online Publishing, Chicago, IL - 2005 - 2011

- Involved with all technology-focused groups in the organization over the course of 6 years
- Integral in moving Playboy.com from a static site to a Fatwire-driven site & subsequently to a WordPress site
- “Wore many hats” in the organization & evolved to handle any job the company required, including the following:

Team Lead - Front-End Web Development - 2011

- Personnel Management – both on-site/full-time employees & off-site/temp workers
- Project Management – working closely with the Project Management team & SVP of Online Operations
- Business Requirements – meeting extensively with executive staff to develop user stories
- Extensive use of Agile & Rally for project management & rapid development
- Managing scripts reliant on the Brightcove Video API
- Billing Systems Integration – using CSS & jQuery to control the look of forms & to handle error detection
- Ad Server Integration – hand-coding scripts to display Interstitials & Takeover Ads, delivering easy-to-implement code to the ad team

Front-End Web Developer - 2010-2011

- Created HTML, CSS, JavaScript, jQuery & Cookies to manage display aspects of all Playboy properties
- Built JSON & XML solutions based on the direction of the Front-End Team Lead
- Handled front-end aspects of Billing Systems Integration with the Billing Development team
- Construction of new Opt-In Email Marketing solutions & Troubleshooting of legacy solutions
- Built & modified Marketing & Billing Forms that included JavaScript Client-Side Validation
- SVN & Subversion Source Control using Terminal/Command-Line
- Built Custom WordPress Themes for The Smoking Jacket

SEO Associate - 2008-2010

- Anchored the production team that first deployed WordPress for Playboy properties (Centerfold.com & Adult.com)
- Extensively used Google Analytics & Coremetrics to mine visitor usage patterns
- Analyzed On-Site Search statistics, Unique Visitor data & Conversion Rates to develop monthly reports on best-performing URLs
- “Wrote the Book” on company standards for On-Page (HTML) SEO Mechanics
- Pioneered Playboy’s “White Hat” Off-Page SEO Tactics, including building simple FBML Apps & managing the Playboy Facebook page with over 1.2 million fans

Web Designer Interactive - 2005-2008

- Introduced new concepts in User Experience & User Interaction Design to the editorial team
- Hand-coded HTML & rebuilt legacy table layouts with CSS
- Worked in Fatwire front-end to help editorial team publish content

Commerce One / AppNet, E-Commerce Software & Interactive Services, Detroit, MI

VP Creative Services - 1998-2001

- Personnel Management – Merged with the cultures of various creative groups in several cities across the U.S.
- Creative Direction – Overseeing the creative direction of high-profile client projects like the EV1 Electric Car, Black Entertainment Television & Delphi Automotive
- Sales & Business Development – “Creative Voice” on some of the company’s most profitable pitches, including BET.COM

Sigma6, Interactive Media Services, Detroit, MI

Co-Owner, Creative Director - 1995-1998

- Personnel Management – Built a 60-person team with the most well-known & respected development reputation in the tri-county area
- Interactive Design & Art Direction – Designed one of the first automotive websites ever (GMC.COM) & worked with local music legends such as Transmat, Planet E & Plus 8 Records to develop ground-breaking interactive music projects & digital animated videos

SOFTWARE & FRAMEWORKS

AngularJS, EmberJS, Visual Studio, Bootstrap, Symfony, BBEdit, Coda, Vault, Subversion, Photoshop, Illustrator, InDesign, Word, PowerPoint, Excel, WordPress, jQuery, JIRA, Rally, Some PHP & MySQL, Pardot, Salesforce, Coremetrics, SEOMOZ, Google Analytics, Google AdWords, Google Docs, Mac OS & Windows

EDUCATION

DePaul University – 2014 - Present

Bachelor of Arts in Computing

School of the Art Institute of Chicago - 2005

Art History & Criticism, Photography

University of Michigan, Ann Arbor - 1992-1996

BFA Program, Graphic Design