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SUMMARY

With over 10 years of experience working in the Internet and New Media industry, designing and developing Web sites and Web-based applications for both consumers and businesses, my skill set is one of great diversity. My mix of user experience knowledge, interaction design skills, technical skills and the understanding of how they complement each other makes me a rare find among designers.

My design philosophy is to keep things simple and unfettered and to not deliver a Web application UI that is difficult to use or overly complex. Simplicity and minimalism in design has been proven to work without sacrificing functionality or aesthetics.

SKILL SET

User Experience Design and Direction — Over 10 years of user experience expertise in the technology industry helping both start-ups and established companies to strategize, define and design web and mobile products and applications.

- Proven design leadership with solid people, personalities, process, and idea management experience.
- Plan and drive product direction and roadmap with Program/Product managers.
- Create, build and execute on the product vision
- Inspire people to be excited about designs that meet both business and user goals.

Designer, Problem Solver — Extensive hands-on experience designing digital products from concept to deployment that are data and usability driven and user-centric:

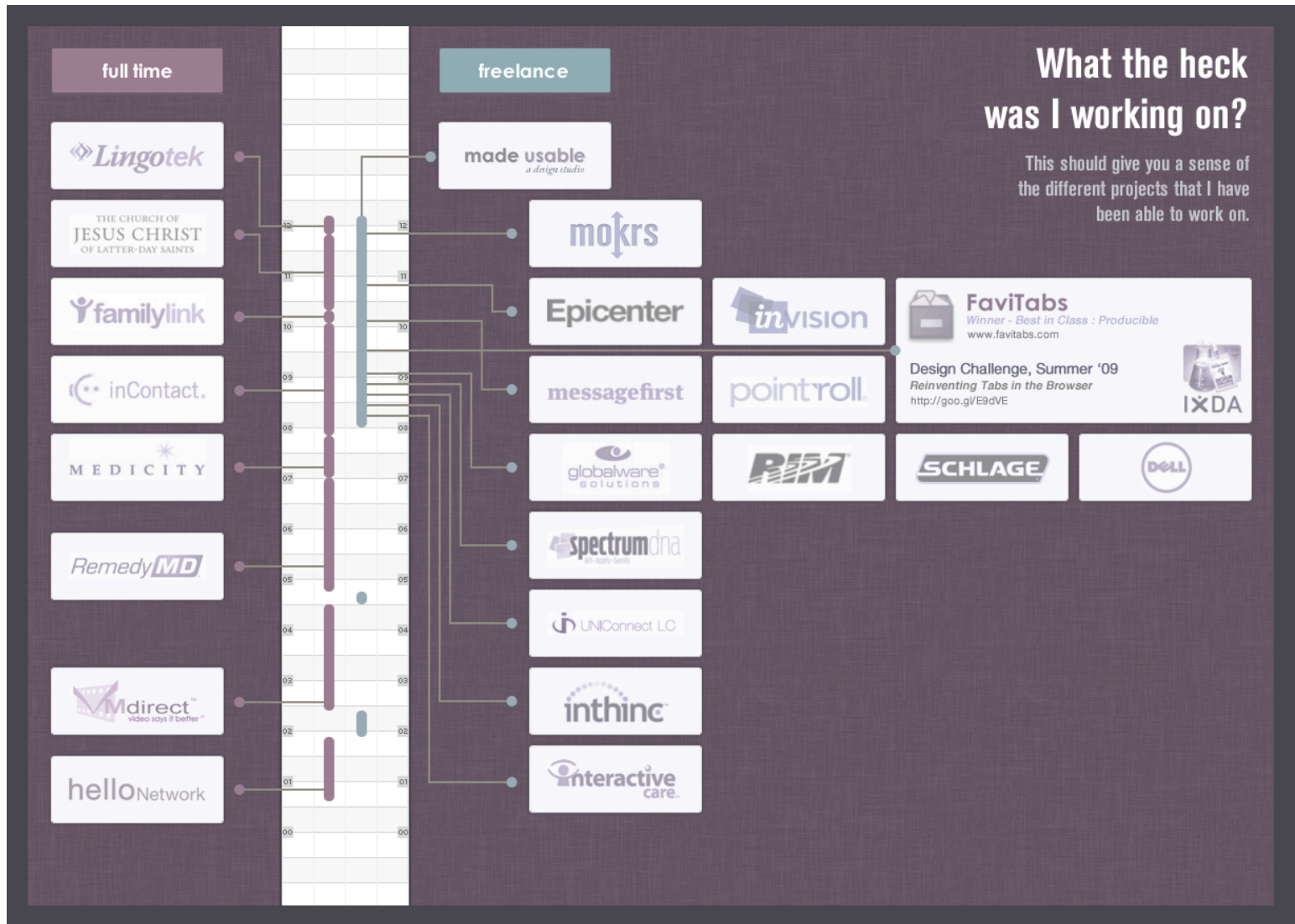
- Information architecture
- information design
- interaction design
- requirements gathering
- wireframes
- user surveys
- personas
- task analysis
- user needs matrix
- use case scenarios
- process flows
- branding
- visual design
- proof-of-concept prototypes
- usability evaluations and testing
- UI development, html, css and a dash of jquery
- Spec documentation
- problem solving
- solution gathering

Freelance Work

In 2008 I started made usable, a design studio providing user experience, user interface, visual and interaction design services. Over the last four years, I have been able to work with a number of clients on some really interesting projects. Including some great design studios, messagefirst and Epicenter Consulting.

Timeline

This will give you a good idea of what I have been doing the last 12 years as a designer.



Breaking down the Timeline

Here is a brief overview of some of the work done at my full-time employment as well as freelancing projects. I go into more depth in some of the projects, to give you a better idea of the work that was done and the skill used to do the job.



Work done via my design studio will be marked “Freelance.” It took me a few years to arrive at this name for the studio. Initially I used the name “UIxD”, a combination of the acronyms, UI, UX and IxD. Nobody got this. Then a friend of mine suggested “Appvious.” Sounds like “obvious.” Most people thought it said “Appvicious” I wasn’t going for “*Deliberately cruel or violent.*” So I decided on “Made Usable” A better choice don’t you think?



This is a personal project of mine, from an idea that I have had for a few years. It is a tool for creating and managing goals. I started by conducting interviews and demonstrating prototypes. I am currently building the user interface using the new Bootstrap toolkit from Twitter.



Lingotek is a collaborative translation platform. A community of translators work on a project that consists of one or many documents, that could be translated into one or many languages. Projects are managed by a project manager, who is managing anywhere from 5 to 500 translators on any given project.

To date, I have been focusing mainly on the Project Managers experience. How they manage and create project workflows and how they find and invite translators to projects. I began by interviewing and observing project managers as they set up projects. Setting up and managing project workflows proved to be extremely difficult. The product as it was, only allowed for three workflows made of 2 steps, translation and review. They were - Translation, Translation > Review and Translation > Review > Review. Further discussion showed that there were many kinds of workflow that a project manager may want to employ, containing several types of steps. Many that were unknown to them before hand and some that we deemed to be custom.

I went from interviews to sketches on paper, then whiteboards. Working with the Director of Product and Director of Pro Services (the group that contained the project managers), we were able to flush out a lot of ideas. From there, I created high fidelity clickable prototypes with InvisionApp. (<http://www.invisionapp.com>) I used these prototypes in two ways. The first, was to demonstrate the proposed functionality. The second was to have the project managers try and use the prototype. I would give them a scenario and ask questions as they navigated. We went through four to five iterations of the prototype before we knew that we had everything nailed down. We then took the finalized prototype to existing customers. The feedback was that we had a really good understanding of the needs of the project managers and that what we had produced was going to be extremely helpful in saving time and effort in managing a project.

We then realized that what we had was more the long term vision for workflow than it was what needed to be built in our next sprint. The design was broken down in to parts that were more consumable by the developer. Developers at Lingotek care a lot more about the back end of their application than they do about the front end. From the beginning I was told by the dev team that what we had come up with could not be done. Not from a technical perspective, but from a user interface perspective. They offered all sorts of suggestions on how they could pull off what our end result needed to be without doing it the way we had designed it. I could not let this happen. We had proven the design with our users. I was not going to surprise them with something other than what we had prototyped and shown them. I then began coding the html/css with some jquery to give the appearance of interaction to the developers. I began to work with them to show how it could be easily done and maintained. This proved successful. A few weeks later the sprint ended, and the first part of workflow was released and well received.

This scenario has been common for me in my full time employment. Often I start by getting an understanding of the problem, followed by sketches and ideas for possible solutions. Those ideas and sketches are turned into prototypes that I test against the users, eventually arriving at the best solution for them. If the dev team cannot crank out the designs, I step in and make sure the final product matches up with the users expectation of what is going to be released. Working the problem from start to finish assures that the solution to the user stories is carried out. Ultimately making them happy to do a task that at one time was a pain to get through.



LDSMaps - applications for use by members to find a location to attend worship services.

PFMaps - an application used to assess membership growth in order to procure land for new chapels

Border Sketch Tool - application used to propose new boundaries for church congregations. This previously took hundreds of man hours creating new boundaries with paper maps. Different bounded areas required specific membership to live in those areas. We were able to give the data to the users on the fly as they were drawing their proposed boundaries.

Ward Directory - Simple address book or members in a congregation.



Wireframes - worked on a small project with Epicenter Consulting for a social media application.



Interaction Design - invisionapp is a great tool for creating clickable prototypes. Using it as often as I did, I came up with some ideas that could make it better. I took those ideas and created clickable prototypes and included a video walkthrough of how the interactions would work, and how they would be helpful to the users. Some of those ideas are being implemented for a future release. I am currently working with them on other ways invisionapp can be improved.



Design Studio - Todd Zaki Warfel of messagefirst does an exercise with his clients that he calls "Design Studio." Each designer had a group of 6 Point Roll employees and a persona with a scenario. You get 5 minutes to read the scenario, and then 5 minutes to sketch as many ideas as possible to solve the problem. Each person then gets 3 minutes to describe their solutions. We would then filter out the bad ideas and combine the individuals with similar good ideas into teams of 2. This time the groups got 8 minutes to do 4 sketches with more details. Repeat and critique. In the end, we would have a lot of really great ideas coming straight from the customer. Facilitating each session was at times difficult, but worth it, as we were able to get a better understanding of the problems we needed to solve.



Interaction Design & Prototyping - Todd wanted to go from idea to html/css. No prototyping in Fireworks or anything else. So we would sketch for an hour or so, and then go straight to code. We would then do remote user testing on the prototypes and adjust if needed. In the long run, this proved to be the ideal way to work with the client. They would take our front end code and integrate it into their production environment within a few days. From design to code to test to production in a week? I thought it was insane too, but it worked.

UI Library - As we were building the designs, I was in charge of curating a UI Design Library that housed all the elements along with descriptions of their use. This was very handy to the developers as they were going to be building parts of their internal app after messagefirst was done with their end of the project. I used a tweaked Word Press them for the Library.



Globalware came to me at first to build out the html/css of a design done by a Canadian graphic design firm. I quickly noticed that the overall experience was flawed. We were on a tight deadline with RIM, but we were able to make a lot of fixes to the interface and interaction. This was done similarly to messagefirst/pointroll, where I would discuss fixes with the COO and Product Manager, and prototype them that night. The result was a much better experience for RIM customers. That same shopping experience was used later for Schlage.



Dell was using Globalware's software for fulfillment of their InkSave project. Dell's internal design team had created a design library with new designs for all Dell entities to use. I was asked to take the new Dell designs and create the new Ink Save experience. None of the new elements were built, so I had to create the html/css for the site as well. It will be launched this summer.



Social Genealogy - Working with the Director of User Experience, I created new ways for people to interact with their family trees. Worked with Ancestry.com to integrate their search engine within our product offering. Sat in on user group interviews.



tiwi pro is the flagship product of inthinc. It is a physical device that when installed in a vehicle, (in most cases a semi or delivery truck), will track the driving behavior of the operator. Used mostly by companies that employ fleet vehicles, the tiwi pro is a vital asset that helps in keeping their fleets running smooth. The main use of the product was to assist fleet managers in knowing the effectiveness of their drivers. Were they speeding? wearing a seatbelt? driving outside their route? meeting up with other drivers? All of these data points derived a score for the driver. Managers wanted to know who the best and the worst drivers were so that adjustments could be made.

In 2008 inthinc realized that their web application needed some help. It was primarily designed by developers who were more interested in putting out functionality than they were about getting to the core of the problems faced by their users. It was bad to the point that their sales team would not even demo the product, rather they would show some Crystal reports generated by the application.

I started from the top down. I interviewed fleet managers that managed fleets of all sizes. We took that information and created a series of actionable dashboard designs. We reviewed them with the fleet managers until we knew that they had the information that was most important to them. I then realized that we had to design the reports for the drivers. They needed to see their own activity if they wanted to improve their scores. inthinc thought this was a great idea. The solution included the use of leader boards as well as daily emailed reports letting drivers know of their daily scores and if they had improved from the previous day. They proved to be a huge success. I built a working html/css prototype of the designs so that we could more rapidly make changes as we got more feedback. The sales team got involved and began to show the product to customers both current and new. Their feedback was brought back to us. The end result was an application that inthinc was more than happy to demo.

Other design work included an interface to better manage settings for the devices, which ran on costly satellite technology. inthinc technicians did not have insight into what commands had been sent or accepted by devices. Working with Product Management and the services team that managed the devices, we were able to come up with a design that allowed them to see what changes had been made. They could stop processes from being sent and revert a device to a preset configuration. This saved thousands of dollars



NextGen - designed next generation product offering, inContact NG. This involved taking a legacy windows product and designing it for the web. This included soft phone interface - voice, chat and email, reporting tool, system management tool, surveys application, workforce management tool and quality management application. I also created a set of design guidelines for the NG team to help them get involved in making sure that we were designing the right things for the right people.



Labcorp - Medicity maintains the Labcorp app for the management of medical labs and results. The biggest problem they had was lab entry. It was a 12 page process, that only showed the validation of what was entered on the very last screen in a javascript alert box. Lab techs would print screen that alert box and go back to try again. It was horrible to watch. I spent a day observing how the process worked and asked a lot of questions regarding what was needed to make this a better experience. I tested new designs with lab techs and ended up creating a clickable html prototype. The response was awesome. We took a 15 to 20 minute process and took it down to 5 to 8 minutes. This was done by implementing responsive form validation and reducing the number of pages from 12 to 5.



EMR & PHR - RemedyMD had a nifty twist on Electronic Medical records. They made it so that doctors could track anything they wanted by allowing them to create forms within the app. I designed the EMR and PHR (personal health record) applications.



Video Email & Streaming media - These guys existed before YouTube and Vimeo. They had a great product, but not so great management. I designed the interface for the video email creation tool.



Where it all started - When I started at helloNetwork, I was a systems engineer, sitting near the design team. After my team was disbanded, I made my way over there. I found that I had a knack for design. At helloNetork, I was involved in the site wide redesign of their corporate website.

HOBBIES AND INTEREST

I've been playing guitar for 22 years. Most are my own acoustic instrumental tunes. You can hear one of them here at <http://www.soundcloud.com/gradykelly>

I also collect old books.