

## Since you asked....

Mandatory attributes	Years of Exp	Details on Experience
Proven UX experience for software and mobile applications (3 years).	Over 20yrs	Applications and interfaces change depending upon many variables. Demographics, usability, conversions etc. I do my best to design and administrate scalable architectures. Typography, iconography and common usability issues are not that difficult if you know your audience and client. I do my best to not over think a basic UI. Red means stop and green means go and lets not start to move our buttons around where users are comfortable with. Then it's a conversion issue and we'd better look at that before we address a problem that really isn't there. See TransCanada Toll Calculator Application <a href="http://www.transcanada.com/tollcalculator/tollcalculator_tool.html">http://www.transcanada.com/tollcalculator/tollcalculator_tool.html</a>
Demonstrable UX design skills with a strong portfolio.		I have to design for my client wants and needs and keep within budgetary constraints. Ultimately they make the decisions whether or not the application works for them. The best I can do is guide them with my experience. If they really want a "Cat Video" on their front page then I have to come up with a reasonable solution. Sometimes it's all about the brand and sometimes it's all about the UI. I have to be flexible. I'm very good at that. See Moving Images Web site <a href="http://www.movingimages.pro/">http://www.movingimages.pro/</a>
Solid experience in creating personas and wireframes, user flows and site maps.		Everyone gets lost down the rabbit hole of applications. It's not just how you get there but how you get back and the value of the information context. Lets poll our audience, define difficulties and help people with simple solutions. It all starts with a discussion of an obstacle not an application of how to map it. Whiteboards and real people talking with others who have specific skill sets. Lets keep common goals in mind.
Ability to create personas and wireframes, to effectively communicate interaction and design ideas for both a desktop and mobile device.		Lets talk about that first before we designate timelines, scope creep or complexity barriers. Mobile. Is it something that really needs to be mobile and who's our audience? Lets not handicap the handicapped and roll up our sleeves rather than roll our eyes. Sure, I can discuss band width, document weight and a variety of application variables but ultimately it has to be a usability solution for our audience. I think we should focus on that first.

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Proficiency in MyBalsamiq, PhotoShop or other visual design and wire-framing tools.	Over 20yrs	These are applications. I use what I have to in order to complete a task. I am NOT an expert or senior at any specific application. I know what to use to be as effective and efficient as possible. Opening PS just to resize an image isn't an effective use of time. If I need to know something then I'll learn it when I can set aside the time required to understand it. If it's something I need everyday then I can pick up on it very quickly. If it's something that I will use every once in a while then I'll do my best to make notes and bookmark instructions for future references.
Excellent visual design skills with sensitivity to user-system interaction.		I know when to create an image or implement a user construct utilizing code structures. Visual representations can be over thought. I prefer to utilize visual aids sparingly depending upon the required interaction. I want my audience to know where they are going, what they are looking for and how it may impact their decision to move on or move forward.
Ability to solve problems creatively and effectively.		I'm a creative. I solve problems pretty close up at times, sometimes too close. I need to have team interaction solving complexity barriers. Sometimes it's just a simple task so I'll have a quick discussion with my business owner or client. Other times I have to rely on someone who may have more experience than I do in a particular field. If at all possible I'd rather not e-mail, text or talk on the phone. More than likely I'll just show up at your office door discuss the difficulty and present what I believe maybe a solution. I like to think I have foresight but sometimes I do need help. I never have a problem asking for help without offering a possible solution.
Experience working in an Agile/Scrum development process.		Honestly, I had to look that up. And I still am vague on its notions. Development cycles can be difficult. I wouldn't have the background to say that one way or another is any more efficient as the next. Myself, I like to know what I am doing, how to get there and the best results of my time required. If I have to over think something due to my inability to understand it than I get frustrated. I tend to fall asleep in front of my computer. Coffee and a nice chat with someone who may be able to guide me is always a welcome relief. I tend to gravitate to people who have candy at their desks.
Broad knowledge of emerging UX trends and practices in mobile application development.		I have to balance trend design with scalability issues. I can't have todays interface moderated by yesterdays legacies. Lets understand our viewer, poll our audience and if need be utilize analytical information. I'd much rather address concerns or issues with foresight rather than flavour of the day.

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Excellent time management.	Over 20yrs	It's not my time management that I concern myself with. What am I developing, is it useful, can someone understand why and what I am doing? I hand code a LOT of my design work so I comment everything. I create directory structures for file assets and layer schemes complimentary to design principles. I make notes that are useful for others to understand so that their time is utilized effectively. It does seem like a waste of time from someone elses perspective. But, if we have to pick up with something at a later date it's very nice to know that someone has written proper guidelines, style guides or monuments for further reference. It's never just about me.
Excellent communication (both orally and in writing) and interpersonal skills.		I'm easy to get along with. I express myself as well as I can and I'm intuitive to subtle body language or if someone gets that glazed look over their eyes when I'm talking tech. I'm an extrovert and I have no problem standing up in a meeting and asking direct question, no matter the audience. I listen well and I can laugh at myself. I'm not a bully and I'll call anyone out who is (but nicely). If I don't get it then I'm going to tell you and maybe suggest an alternative notion. I don't expect everyone to be connected but I like to think that I may have a solution to a difficult problem.
Highly-evolved attention to detail.		I write way too much, when I'd rather be creating. I like to tell stories.
Self-directing and innovative.		If I have good direction with specific guidelines and common goals then I work really well. If I have to figure out exactly what colour of blue you wanted then you're going to get a LOT of different design architectures and iterations. I don't need to color everything and I can see when simple black and white design concepts can be significant.
Ability to collaborate with project team to define and implement innovative visuals and experience.		I believe that I may have covered this within this matrix. Collaboration is between my team of like minded designers. Innovation comes from that and a variety of personal experiences, rarely an individual. Lets have smart people working on difficult problems with unique perspectives. If it's simply black and white then lets call it like it is. If it's fifty shades of gray then I'm coming to your office or maybe finding a quiet park bench and letting our imaginations take over. I'm very good at that.
Conceptualize original ideas that bring simplicity and user friendliness to complete the user requirements.		User! It's like expecting people with contrived handicaps to gaze up with some type of awe. Like we're the ones with all of the solutions. Lets level the playing field. Discuss real world needs, guide real people with real solutions. Friendly isn't just Yes or No it's... <b>"How may I help you"</b> .