Josh R. Srnka
UX Design and Research
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Summary

- PMI-PBA qualified and Certified in Applied Project Management. Specialized in UI-UX scope gathering, defining and work breakdown structures for design and development teams.
- UX Certified by Nielson Norman Group with a focus on UX team management, and workshop facilitation.
- Skilled in UX production processes and the tailoring of design workflows for specialized project requirements.
- Planning and facilitating design workshops to define accurate processes for efficient functionality, scope, and requirements documentation.
- Experienced in using design applications including Adobe Illustrator, QuarkXPress, Photoshop, Adobe Dreamweaver, Adobe XD, Adobe Creative Cloud applications and rapid prototyping tools such as Axure, Figma, Miro, and Visio. I'm frequently researching and trying new tools to explore and learn.

Work Experience

April 2022 - Present
JRS Graphics
  - o **Independent Contractor** providing UX design services, UX team management, and UX research consulting.

April 2018 – April 2022
Tetra Tech AMT , Oklahoma City, OK
UX Design & UX Research Manager
- Human Factors Specialist, UX Design and Research Lead for an enterprise-level, ground-up, software development program for the FAA / Federal government.
- An enterprise level program (50+ people) utilizing current technologies, including Microsoft .NET, Oracle and JBoss BPMS, with Team Foundation Server/Visual Studio as its core toolset.
- Leading a team of user experience designers in all phases of the product development lifecycle, including product ideation and definition, design, user research and usability testing
- Designed and executed user experience studies and analyses to compare/contrast multiple interface approaches (A/B testing)
- Lead ideation sessions/design studios, design walkthroughs with development team members and client end-users
- Collaborate with developers in an agile development process
- Deep knowledge of usability principles and Accessibility standards such as WCAG & ADA Compliance Requirements
- Experience with multiple user experience and wireframing design tools (Figma, Visio, Axure)

April 2017 – February 2018
TBC Corporation, Palm Beach Gardens, FL
Senior UX Designer
- Supported the User Experience team's design deliverables for a variety of TBC Retail Operation products. Applying UX research analytics to design recommendations to ensure the user experience for Retail, In Store Operations, POS, Kiosk, Tablet, Touchscreen and Mobile digital products are effective and proven to be efficiently usable.
- Apply UX Research results to optimize functional design solutions for Conversion & Retention increase.
- Consistently producing clean front-end interactive Axure prototypes for UX research.
- Creating best practice front-end detailed interactions for handoff to UX Researchers, Developers and Analysts.
- Creating easy to understand wireframe annotations, style guides and pattern libraries as the implementation blueprint for cross functional team reference.

- Collaborating with back-end developers to assist with UX designed front-end interactions.
- Providing quality UX visual design affordances, hi-fidelity graphic skins and typography treatments as final UX assets for handoff to development for implementation.
- Applying up-to-date industry UX design principles and guidelines to improve TBC's overall digital customer digital experience.

August 2016 – April 2017
Hexaware Technologies, Twinsburg, OH
UX UI Design Management
- Review existing application and present design enhancements for business stakeholder engagements, present design solutions and UX methodologies offering conceptual designs for improved UX implementation.
- Lead and participate in onshore / offshore team creative models to create UX deliverables for stakeholder initiatives.
- Facilitate cross-functional teams amongst business stakeholders, UX -UI, visual design and product development to achieve goal-oriented user-experiences and on-time application design phases.
- Plan and implement project management methodologies and practices within a lean UX team delivery schedule to accommodate ongoing business input and user-centric design cycles.

July 2015 – July 2016
Hexaware Technologies, Washington D.C.
UX UI Principal Engineer
- Manage UX project initiatives, personnel and related SDLC activities involved in leading a large Agile team of 5 scrum teams / 40+ developers focusing on the design of a core financial Angular.js web application.
- Lead UX teams of cross-functional participation within business, marketing, industrial and graphics design, product development and engineering to advocate optimal product experience within proprietary application developments.
- Contribute ideas for improving processes and deliverables. Plan, Collaborate and design user experience architecture diagrams (site maps, task flows) and wireframes.
- Consolidate and translate research findings, team input, business needs and strategies combining brand identity characteristics into aesthetic user-centric interface solutions.
- Develop and maintain detailed user-interface specifications and design patterns.
- Research, advise and engage in rapid prototyping methods, processes and coordination for new concepts.

May 2014 – April 2015
Diebold, Inc., North Canton, Ohio
Principal Engineer
- Develop new designs and delivering new software product solutions for test markets, product pilots, software prototyping and final productizing.
- Assemble and manage project-based scrum teams assembled to develop solutions to serve our global-enterprise-level financial corporation as well as world-wide products, services and clients.
- Responsible for the project-based development team and delivery timelines.
- Creating mock-ups for product concepts and presentations.
- Maintained SaaS application UX and UI design standards and documentation.

November 2013 – May 2014
Syntel, Inc., Coral Springs, Florida
Project Team Lead, UI/UX Development
- Project Lead managing team collaboration, UI design, implementation and UI architecture.
- Provide UI graphic design previews in HTML / CSS browser-able previews.
- Participate and coordinate on-shore & off-shore team production projects.
- UI Design collaboration with Java engineers working in IBM Web Sphere, (RAD) Eclipse environment, via 'CA plugin' version control.
- Monitor UI development code to forecast version-based releases for application improvements.

April 1995 – November 2013
J4 Communications, Inc., Medina, Ohio
Creative Director
- Client-oriented technical solutions representative.
- Front-end web development and wireframe project design.
- Microsoft Web Server IIS configuration, setup, monitoring and statistical reporting.
- SEO reporting and research, development and implementation.
- Google Analytics SEO experience / research.
- Reporting and maintenance of client direct-marketing databases.
- Lead designer for various mediums of corporate literature. Design of collateral for international & national trade campaigns, magazines, trade periodicals, news ads, logos, brochures, mailers, trade show displays, billboards and novelty posters.
- E-commerce development and Internet marketing.
- SQL, Microsoft Office Suite proficiency.

Professional Education

Nielsen Norman Group (NN/g)
UX Certifications
- Facilitating UX Workshops
- Leading Highly Effective UX Teams
- The Human Mind and Usability
- UX Deliverables
- Working Effectively in Cross-Functional Teams

Akron University
Certified in Applied Project Management (CAPM)
- PMBOK baseline process and knowledge area studies

Terra Technical College
Associates in Graphic Design

W3 Schools
Certifications in each HTML, CSS, and JavaScript