

**KEVIN SCOTT SCHOLL**

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LinkedIn: <http://www.linkedin.com/in/kevinscholl>E-mail: [kevin.scholl@verizon.net](mailto:kevin.scholl@verizon.net)**SUMMARY**

A visual communications engineer, specializing in the concept, design, and development of user interfaces, particularly for the Web. Strategically- and artistically-creative mind, with the technical knowledge to bring those innovations to life. Creative problem solver willing to make the extra efforts necessary to produce a superior solution.

**SKILLS****User Experience**

- Competitive Analysis
- Requirements gathering
- User Interface Design
- Navigation Architecture and Design
- Information Architecture
- Typography
- Human and machine usability
- Accessibility / ADA / WCAG / Section 508

**Development**

- HTML / HTML5
- CSS / SASS / LESS
- Javascript / jQuery
- Responsive (RWD) / Media Queries
- PHP
- Angular
- HTML Email
- W3C Web Standards

**Software / Frameworks**

- Visual Studio Code
- Adobe Creative Suite / Dreamweaver
- Sketch / Icons8 Lunacy
- Microsoft Office suite / Visio
- IntelliJ IDEA
- Axure RP
- Bootstrap / Skeleton
- Git / SourceTree / GitKraken

**Environments**

- OS: Windows, Mac OS, Linux, iOS, Android
- WAMP / MAMP
- CMS: WordPress, Bloomreach (formerly Hippo), dotCMS, ExpressionEngine
- CXS: Sitecore
- Marketing: Marketo
- Email: Campaign Monitor, Act-On, Marketing Cloud (formerly ExactTarget)

**Other**

- Visualize and design templated as well as unique, custom interfaces
- Manually produce crisp, clean HTML, CSS, and script code with or without the use of dedicated editors or code generators
- Quickly learn new software, environments, and frameworks and efficiently implement them into production
- Possess excellent communication abilities
- Exercise proficiency with time management

## PROFESSIONAL EXPERIENCE

### **AUTHENTIC.**, Richmond, VA (formerly **AuthX**, formerly **Create Digital, LLC**)

*Sr. Front End Developer* (September, 2016 – present)

*Sr. Developer and Interface Architect* (February, 2011 – September, 2016)

- Immerse in a broad range of user experience areas -- research (including business needs, competitive analysis, user profiles, usability), strategy (ideation, user flows and tasks, requirements), and implementation (story boarding, information architecture, prototyping) -- to produce efficient and intuitive user interface systems, typically manifested in detailed wireframes.
- Advocate for and produce standards-based front-end development solutions using HTML, CSS, and Javascript on a variety of diverse Web sites, Web-based applications, and social media platforms, delivering cleanly-coded, usable, and responsive presentation layers.
- Plan and build template-based solutions for both Web-based content management and HTML email marketing systems, using a variety of platforms and applications including but not limited to Hippo, Sitecore, dotCMS, WordPress, ExpressionEngine, SharePoint, Marketo, Campaign Monitor, Marketing Cloud (formerly ExactTarget), and Act-On.
- Arrange reviews of, perform evaluations for, and provide feedback on, usability and accessibility factors for both in-house and external development projects, in effort to increase user base and user efficiency for Web sites and Web-based applications
- Engage existing and prospective clients, offering clear explanations of and suggestions for a range of creative and technical aspects, such that clients fully understand those aspects.
- Provide input on project documentation, including resource allocation, time and cost estimation, technical specifications, and project planning.

### **MAGELLAN MEDICAID ADMINISTRATION**, Glen Allen, VA

*Lead Programmer / Analyst* (July, 2005 – February, 2011) – as Interface Designer and Developer

- Determined optimal information architecture for Web sites and Web-based applications, manifested in detailed wireframe diagrams.
- Designed and developed user interfaces for those applications, providing clean, usable (X)HTML prototypes, CSS, and JavaScript behaviors to application programmers.
- Evangelized about and educated colleagues on the advantages of standards-based interface design throughout the developmental process.
- Assisted with the establishment of methodology and utilization of industry standards (including leading the implementation of W3C recommendations) for a more efficient production and maintenance of company applications and Internet sites.
- Spearheaded assessment and remediation efforts of site and application support for new browser releases.

### **COLLEGIATE FUNDING SERVICES, LLC**, Fredericksburg, VA

*Corporate Web Developer* (August, 2004 – July, 2005)

*Marketing Web Development Manager* (July, 2003 – August, 2004)

- Designed and developed corporate (including CMS), promotional campaign, and search engine landing Web sites, improving usability and generating markedly increased application revenues.
- Analyzed and reconstructed the information architecture for new corporate and product sites as part of the new corporate Web Strategy, manifested in site maps and detailed storyboards.
- Revised architecture and designed new aesthetic appearance for the online Federal Loan Consolidation application, simplifying the application process and creating a more positive visual presentation.

**INDEPENDENT CONSULTING and CONTRACTING***Web Developer, Graphic Designer, and Information Architect (2002 - present)*

- Arden Engineering Constructors (Pawtucket, RI)
- CompSolution of Virginia (Richmond, VA)
- Computer Recycling of VA (Tappahannock, VA)
- EMC Engineers, Inc. (Golden, CO)
- Fahrenheit Technologies (Glen Allen, VA)
- Ironworks Consulting, LLC (Glen Allen, VA)
- Long Building Technologies (Englewood, CO)
- Matrix Games (Staten Island, NY)
- McArthur Communications (Richmond, VA)
- Miracle League of Richmond (Richmond, VA)
- NBuy Associates (Glen Allen, VA)
- Rising Point (Rockville, MD)
- Royall & Company (Richmond, VA)
- Shoshin Technologies, Inc. (Nags Head, NC)
- Tri Synergy, Inc. (Upton, MA)
- Wargamer, The (Cary, NC)

**TRIDIUM, INC., Richmond, VA***Graphic Designer (2001 - 2002)*

- Designed and generated image library (raster and vector formats) of common building control elements (HVAC, electrical, specialized equipment, etc.), to visually facilitate and enhance client applications.
- Produced prototype interfaces for application tools, increasing aesthetic appeal and usability.
- Developed conceptual designs for new public Web site, employing considerations for the latest industry standards and accessibility guidelines to reach a wider market.

**IXL, INC., Richmond, VA***Senior Developer (2000 - 2001)**Developer (1999 - 2000)*

- Successfully acted as creative lead on various Web projects, overseeing diverse group of production personnel and ensuring timely delivery of superior product solutions.
- Led efforts to implement Developer Quality Assurance Process, an analytical checklist ensuring the high standards of deliverables. Process became a required part of project development life cycle.
- Supervised team to develop templates for Client Extranet Web sites. Templates became company standard, speeding development and improving communication with clients.
- Delivered presentation on cross-browser issues, and led discussion of viable solutions for projects.

**DIGITAL VIDEO EXPRESS, L.P. (Divx), Richmond, VA***Designer (1998 - 1999)**Programmer I (1997 - 1998)*

- Designed and generated user interface concept for Customer Registration Disc, which was chosen over five other designs from dedicated Art Department personnel.
- Prototyped disc navigation using Macromedia Director, improving accessibility and usability of interfaces.
- Independently designed and developed announcement Web site on short schedule, allowing company to have immediate and effective Internet presence.
- Designed DVD player menus under stringent requirements, while maximizing usability and aesthetic appeal.

## **EDUCATION**

### **Master of Science, 1997**

Concentration in General Computer Science  
James Madison University, Harrisonburg, VA

### **Bachelor of Arts, 1992**

Dual concentrations in Fine Arts and in History  
College of William and Mary, Williamsburg, VA