LANCE ROMANOFF

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I'm a UX writer with a strong background in UX/UI development and design, specializing in creating user-friendly, accessible digital interfaces. With over two decades of experience, I'm transitioning to UX writing to leverage my expertise in user-centered design and communication to craft clear, concise content that enhances the user experience.

Work (User Experience)

FREELANCE UX/WEB CONSULTANT
Self-employed: recent clients (Fidelity Investments, Cramer, Cramer Health, Jack Morton Worldwide)
Los Angeles, CA
October 1999 to present

- I collaborate with cross-functional teams to develop user-friendly digital products, offering expertise in both content strategy and user experience.
- I create clear, concise microcopy for websites and web applications.
- I consult on user experience, accessibility, and user-centered design, ensuring that content and interaction flows align with user needs.
- I develop web content that adheres to Section 508 and WAI accessibility standards.
- I provide front-end development using HTML5, CSS3, SASS, Angular, and JavaScript.
- I build wireframes, prototypes, and production-level UX/UI designs.

SENIOR DESIGN TECHNOLOGIST
First American Financial - Los Angeles, CA
April 2021 to December 2023

- Led the design system for First American's primary web application, focusing on aligning visual and written content to enhance user engagement.
- Collaborated with teams to develop and refine UX writing standards, ensuring that microcopy was accessible, clear, and consistent.
- Acted as a consultant on accessibility and usability best practices, influencing both design and content decisions.
- Worked on code development with a focus on the user interface but balanced this with maintaining content standards.

CONSULTANT UX ADVISOR
CVSHealth - Los Angeles, CA
November 2016 to August 2018

- Consulted on user-centered experience design for multiple CVS web products, including CVS.com and Omnicare.com.
- Worked closely with design teams to create wireframes and prototypes, focusing on the integration of content and design to enhance user experiences.

CONSULTANT SENIOR WEB ENGINEER
Houghton Mifflin Harcourt - Boston, MA
March 2016 to July 2016

- Developed user-facing content for Houghton Mifflin's e-commerce platform, ensuring that the tone and clarity aligned with brand standards.
- Consulted on accessibility and user experience, focusing on making content easily understandable for all users.
- Provided development of functional prototypes and production code.

CONSULTANT WEB DEVELOPER
Jack Morton Worldwide - Boston, MA
July 2015 to March 2016

- Provided front-end development and UX design consulting for clients such as Liberty Mutual, Fidelity Investments, Eaton Power, and Subway Restaurants, ensuring seamless, user-focused digital experiences.
- Collaborated with cross-functional teams to ensure user-centered design principles were implemented throughout the project lifecycle, balancing content clarity with design goals.

Work (Writer)

I have been a working, published short story fiction writer for nearly a decade.

"Isn't It Good?"
Published in Riddle Fence, Issue 36, Summer 2020

"Isn't it Good?"
Reprinted in Charleston Anvil, Issue 13, Winter 2021

"Sea of Tranquility"
Published in Door = Jar, Issue 24, Fall 2022

"Sea of Tranquility"
Reprinted in Ginosko Literary Journal, Issue 32, 2024

"Sea of Tranquility"
Reprinted in The Opiate, Volume 39, Fall 2024

"Sea of Tranquility"
Reprinted in Bronze Bird Review, #1, November 2024

"The Lime Guitar"
Published in samfiftyfour, Issue XI, Winter 2024

"Cleanup"
Published in The Orca, Issue 17, Winter 2024