Lance Romanoff

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https://www.ljonn.com
https://linkedin.com/in/lanceromanoff

I am a web developer and user experience specialist with over two decades of experience spanning a variety of industries. I specialize in HTML5, CSS3, responsive (mobile/desktop) design and development, web accessibility, and UX design and research.

Work Experience

FREELANCE UX/WEB CONSULTANT

Recent clients (Fidelity Investments, Cramer, Cramer Health, Jack Morton Worldwide)

Los Angeles, CA

October 1999 to present

I have worked for two decades providing full-service web development for small to medium sized companies. I also specialize in rapid prototype development, web design, front end development, and UX/UI design and development consultation on large projects for many web development firms and advertising agencies.

• Develop web sites and web applications using HTML5, CSS3, SASS, jQuery, JavaScript, Angular 2-15, TypeScript, JSON, Ionic, React, REST APIs, git, Section 508/WAI compliance, Agile

• Consult on usability, user experience, user centered design, and accessibility issues

Technology: HTML5, CSS3, SASS, jQuery, JavaScript, Angular 2 - 15, TypeScript, JSON, Ionic 4 – 8, React, React JSX, Java, JSP, REST APIs, git, Section 508/WAI compliance, Photoshop, Foundation 6, Velocity, Contentful, Sitecore, Stencil, Storybook, SVN, node.js, HTML canvas, Vue, Bootstrap, JAWS screen reader, deque axe DevTools, Wave evaluator, ZoomText magnifier, WordPress, Ionic 4

SENIOR DESIGN TECHNOLOGIST

First American Financial - Los Angeles, CA

April 2021 to December 2023

At First American, I managed the design system for First American's primary web application. This involved regular consultation with designers and developers across the enterprise, code development in SASS and Angular 15, and consulting on accessibility and usability best practices.

• Maintained and extended a code library and design system using HTML5, CSS3, SASS, JavaScript, TypeScript, Angular 8-15, REST APIs, git, Section 508/WAI compliance, Agile

• Consulted on usability, user experience, user centered design, and accessibility issues

Technology: HTML5, CSS3, SASS, JavaScript, Angular 8-15, TypeScript, JSON, REST APIs, git, Section 508/WAI compliance, Photoshop, Figma, Storybook

CONSULTANT WEB DEVELOPER

LA Visual - Los Angeles, CA

May 2020 to July 2020

I joined LA Visual's team to help them redevelop a new site for their investment client, primarily using Angular and SASS.

• Developed new client web site using HTML5, CSS3, SASS, SVG, Figma, Angular 7, TypeScript, git, Section 508/WAI compliance

Technology: HTML5, CSS3, SASS, SVG, Figma, Angular 7, TypeScript, git, Section 508/WAI compliance, Storybook

CONSULTANT MOBILE DEVELOPER / WEB DEVELOPER

General Dynamics Information Technology - Los Angeles, CA

March 2019 to March 2020

At GDIT, my team developed and maintained an application for Android and IOS devices for the US Department of Education that allowed students to apply for financial aid. The development process included developing several apps in parallel (one for every school year) using Angular and Ionic. Particular concern was paid to 508 accessibility and performance.

• Developed web applications using HTML5, CSS3, SASS, jQuery, JavaScript, Angular 7, TypeScript, JSON, REST APIs, git, Section 508/WAI compliance, Agile, Ionic 4

• Consulted on usability and accessibility issues

Technology: HTML5, CSS3, SASS, jQuery, JavaScript, Angular 7, TypeScript, JSON, REST APIs, git, Section 508/WAI compliance, Ionic, deque axe DevTools, Wave evaluator

CONSULTANT UX ADVISOR

CVSHealth - Los Angeles, CA

November 2016 to August 2018

At CVS, I acted as tech lead, front-end developer, and user centered experience design and accessibility advisor on several CVS and CVS-affiliated web products including CVS.com, Omnicare.com and the CVS Style Guide. This work involved consulting during the UX design phase and front-end development.

• Developed web sites and web applications using HTML5, CSS3, SASS, jQuery, Java, JavaScript, Angular 2/4, TypeScript, JSON, REST APIs, git, Section 508/WAI compliance, Agile

• Consulted on usability and accessibility issues

• Mentored and acted as technical lead for junior team members

• Built functional prototypes from wireframes and visual designs

Technology: HTML5, CSS3, SASS, jQuery, Java, JavaScript, Angular 2/4, TypeScript, JSON, REST APIs, git, Sketch, Section 508/WAI compliance, deque axe DevTools, Wave evaluator

CONSULTANT WEB/UX DEVELOPER

Aquent - Boston, MA

July 2016 to November 2016

At Aquent, I developed responsive, high performance front-end code for the redesign and rebuild of aquent.com using HTML5, CSS3, jQuery and Foundation 6. My team at Aquent redesigned and rebuilt Aquent.com, the company's flagship site, and my role included UX design consulting and front-end development.

• Re-built Aquent's flagship website using HTML5, CSS3, SASS, jQuery, JavaScript, Photoshop, Foundation 6, Velocity, git, Agile

• Consulted on usability and accessibility issues

• Collaborated with six-member team to translate visual designs to production code while ensuring best practices were maintained

Technology: HTML5, CSS3, SASS, jQuery, JavaScript, Photoshop, Foundation 6, Velocity, git

CONSULTANT SENIOR WEB ENGINEER

Houghton Mifflin Harcourt - Boston, MA

March 2016 to July 2016

I developed responsive, high performance front-end code for hmhco.com using HTML5, CSS3, jQuery, offered user experience design consulting, and mentored junior team members. My team at HMHCO redesigned and rebuilt hmhco.com, the company's flagship site, and my role included UX/UI design consulting and front-end development.

• Re-built Houghton Mifflin's ecommerce site using HTML5, CSS3, jQuery, JavaScript, Photoshop, Foundation 3, Foundation 6, Sitecore, SVN, Agile

• Consulted on usability and accessibility issues

• Mentored and acted as technical lead for junior team members

• Translated visual designs and business requirements into new site features

Technology: HTML5, CSS3, jQuery, JavaScript, Photoshop, Foundation 3, Foundation 6, Sitecore, SVN

CONSULTANT WEB DEVELOPER

Jack Morton Worldwide - Boston, MA

July 2015 to March 2016

I provided front-end development for several Jack Morton Worldwide clients, including Liberty Mutual, Fidelity Investments, Eaton Power, and Subway Restaurants. My primary focus was responsive design and high-performance code.

• Built web sites and applications for several Jack Morton clients using HTML5, CSS3, SASS, jQuery, JavaScript, node.js, SOAP, REST APIs, XML, JSON, Photoshop, HTML Canvas, SVN

• Built HTML canvas dynamic and animated kiosk using HTML Canvas

• Developed animated menu system for Subway Restaurants

• Created web sites from visual designs for Fidelity Investments, Eaton Power, and Subway Restaurants including Advertising and Marketing Effectiveness 2017 Bronze Medallion award winning site "Eaton's Desk Toy Decision" mini-site

Technology: HTML5, CSS3, SASS, jQuery, JavaScript, node.js, SOAP, REST APIs, XML, JSON, Photoshop, HTML canvas, SVN

INFORMATION DESIGN ACCESSIBILITY SPECIALIST

Brandeis University - Boston, MA

January 2015 to June 2015

I was responsible for evaluating software, web templates, and video delivery systems ensuring Section 508 compliance and universal access. I also provided training and consultation about issues related to universal and accessible design and content creation and sat on the review committee evaluating proposals for the redesign of brandeis.edu.

• Reviewed software for accessibility compliance

• Consulted on redesign of brandeis.edu web site

• Made classroom and one-on-one presentations on technical challenges related to software accessibility and universal access

• Re-wrote code for existing Brandeis web sites using Section 508/WAI compliance, HTML5, CSS3, jQuery

Technology: Section 508/WAI compliance, HTML5, CSS3, jQuery, JAWS screen reader, deque axe DevTools, Wave evaluator, ZoomText magnifier

CONSULTANT UX/WEB DEVELOPER

Houghton Mifflin Harcourt - Boston, MA

April 2014 to January 2015

At Houghton Mifflin, I was part of a team that redeveloped hmhco.com, modernized the code using HTML5, CSS3, jQuery, and the Foundation framework and added responsiveness.

• Re-built Houghton Mifflin's ecommerce site using HTML5, CSS3, jQuery, JavaScript, ASP, Photoshop, Foundation, Sitecore, SVN, Agile

• Consulted on usability and accessibility issues

• Mentored and acted as technical lead for junior team members

• Translated visual designs and business requirements into new site features

Technology: HTML5, CSS3, jQuery, JavaScript, Photoshop, Foundation, Sitecore, SVN

CONSULTANT UX/WEB DEVELOPER

GTECH S.p.A - Providence, RI

November 2013 to April 2014

I built HTML5/CSS3/jQuery based responsive prototypes of GTECH's web sites and applications for the gaming industry.

• Developed new web sites and web applications using HTML5, CSS3, jQuery, jQueryUI, JavaScript, Photoshop, Bootstrap, Agile

• Translated visual designs and business requirements into new site features

Technology: HTML5, CSS3, jQuery, jQueryUI, JavaScript, Photoshop, Bootstrap

CONSULTANT UX/WEB DEVELOPER

Blue Cross Blue Shield Rhode Island - Providence, RI

April 2013 to November 2013

At Blue Cross, I was part of a team that redesigned and redeveloped the members' section of bcbsri.org. I created wireframes and conducted A/B testing during the design phase and was the primary front-end developer through multiple product releases.

• Developed new site features using HTML5, CSS3, jQuery, jQueryUI, JavaScript, Photoshop, JSP, Agile

• Created wireframes for new site components

Technology: HTML5, CSS3, jQuery, jQueryUI, JavaScript, Photoshop, JSP

Litl
Senior UX Developer
2/2013 – 4/2013

Beam Interactive
Senior Software Engineer
10/2012 – 2/2013

Digitas
Consultant Web Developer
4/2012 – 10/2012

State Street
Consultant Web Developer/UX Designer
5/2011 – 1/2012

Hasbro
Web Developer
9/2007 – 5/2011

Cramer Interactive
Consultant Web Developer
8/2007 - 3/2010

The Christian Science Monitor
Consultant Web Developer
2/2007 - 9/2007

Fidelity Investments
Consultant Web Developer
9/2006 - 12/2006

Smartbargains.com
Consultant Web Designer
6/2006 - 9/2006

Deloitte
Consultant Web Developer/Designer
1/2006 - 8/2006

MembersFirst
Web Designer/Developer
5/2005 - 12/2005

Boston Digital
Consultant Web Developer
4/2005 - 1/2007

Digication
Consultant Web Developer
4/2005 - 12/2005

Squarewave Interactive
Consultant Web Developer
4/2003 – 12/2011

SkyWorld Interactive
Web Developer/Designer
12/1999 - 3/2001, 4/2008 – 8/2008

Dan Belforti for Congress
Director, Internet Strategy
2/2000 – 11/2006

Carla Howell for Governor
Webmaster/Web Developer
11/2000 - 11/2002

Carla Howell for U.S. Senate
Webmaster/Web Developer
12/1999 - 11/2000

Education

Boston University, Providence College
Philosophy

University of Michigan
Certificate, UX Research and Design

Professional Organizations
AIGA, MENSA