

# RUPERT RAVENS

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"*Good art inspires; Good design motivates.*" – Otl Aicher

## EXPERTISE

### > UI - IxD - UX Design

- User research (done before any ideation)
- Emphasis on product objectives
- Experience with cognitive principles
- User input prioritized
- Focus groups for user effectiveness

### Responsive Design +

- Fluid layout - flexible images
- Uniform experience across myriad devices
- Provision for wearables & body-borne units
- Sensory integration & behavioral modeling
- Prep for IoT & contextual computing

### eBusiness Design

- Multichannel or omnichannel strategy
- Physical retail store vs. digitally-native brand
- Right action - Right process - Right approach
- Customer experience boost
- Conversion rate & branding enhancement

## EXPERIENCE

### > Nexxt LLC / [design.nnext.us](https://design.nnext.us)

9 years

NYC / Woodstock, VA

UX Director, Senior UI-IxD-UX Designer & Developer

- Selected Clients: **Knights of Columbus, Shentel, U.S. Patent and Trademark Office**

### Shenandoah Museum of Contemporary Art / [shenmoca.org](https://shenmoca.org)

3 years

Strasburg, VA

UI-UX Designer / Founder / Director / Curator

- Biennial-style exhibition programming, development, design & production

### Nices Inc. / ~~nices.com~~

8 years

Montclair, NJ

Senior UI-IxD-UX Designer & Developer

- Selected Clients: **Toysrus.com, Amazon, American Express, AT&T, UPS, AOL, KPMG, Pfizer**

## SKILLSET

### > • Sussing out the UI-UX story - sketches, diagrams, whiteboards, site blueprints, wireframes, lo-fi & hi-fi prototypes

Pen / Paper / Post-its

Whiteboard

Adobe CS

Google Analytics

Omnigraffle / Visio

SketchUp

Grabient

Keynote

UX Pin

Copywriting

Git / Github

Design Sprint

3D models

2D metaphors

Relevant nature

Whatever it takes

- Synergistic interaction - UI understanding & UX expectations through clear definition of **Touchpoints**
- Clear communication with clients, stakeholders, design/dev team with approachable language for all
- Project development from concept to deliverable - schedules, risk assessments & budgets
- Take senior leadership direction and focus it into user/goal-centered design specifications and actions
- Management & communication; **Slack, Basecamp, Trello, GoToMeeting, Zoom, Webex, Livestorm, Teamviewer**
- Real time **UX** research, focus groups, interviews & testing to discover and establish a product's intuitive **Ease of Use**
- Testing (throughout development); *Wash - Rinse - Repeat* with phased and adaptable solution resolution
- Coding real-time Project Site Apps for monitoring online **design-development-deploy** life-cycle process
- Pixel-perfect **UI-UX**; design, illustration, animation & development; Client & User always forefront
- Logo & Product Branding development for **Fortune 500** companies - wrote associated Style Guides for each
- Reduced time-to-deployment; flexible Agile process that improves efficiency and productivity with quick changes
- Adaptability when designing & developing **UI-UX**, to integrate with any pre-existing system
- Developing B2B & B2C **eCommerce enterprise sites** with supportive CMS (hand-coded)
- Front end Stack / Pro; **HTML5 - CSS3 - JS - JSON - XML - Bootstrap - jQuery** - other APIs and JS Libs
- Back end Stack / Pro; **Ubuntu/Linux/Apache2 or Nginx, SSH, sFTP, SSL, iRedmail, WebDNA** - spin up & admin
  - Stack / Libs (familiar) - Meteor JHipster D3JS
  - MongoDB AngularJS Express NodeJS
  - Ionic ReactJS VueJS Python
- Understanding of Section 508, WCAG, and WAI-ARIA compliance accessibility design issues
- **Updating of knowledge base daily; ability to assimilate newly minted resources rapidly**

- LECTURES** > *Designing Business*, **Rutgers University - Institute of Ethical Leadership**, Newark, NJ  
*Power of Images in Communication*, **School of Visual Arts**, MFA Program, New York, NY  
*Power of Responsive Design in Today's Market*, **Montclair State Univ.**, MFA Program, Montclair, NJ  
*R. Buckminster Fuller – His Life Experiment*, **Black Mountain College Museum + Art Center**, Asheville, NC  
*Speed, Time, Visuals & the Power of Metaphors*, **Internet Marketing Conference**, Stockholm, Sweden  
*Visuals and Power of Metaphors*, **Fast Company Magazine**, Montclair, NJ  
*Visuals and the Power of Metaphors*, **Internet Marketing Conference**, Montreal, Canada
- AWARDS** > *Best UX Design Lecture*, Internet Marketing Conference, Stockholm, Sweden  
*One of the 50 Most Interesting People in New Jersey*, New Jersey Monthly Magazine, Morristown, NJ  
*Create Experience Grant*, Prudential Financial, Inc, Newark, NJ  
*Citation for Excellence*, Public Service to the Arts, Office of the Mayor of the City of Jersey City, NJ  
*Creative Vision Grant*, New York Foundation for the Arts, New York, NY  
*Citation for Excellence*, Public Service to the Arts, Office of the Mayor of the City of Newark, NJ  
*6 Time NYC Marathon Medal Winner*, NYC Marathon, New York, NY
- MEMBERSHIP** > *Synergetics Collaborative [Buckminster Fuller] (SNEC)*, Upper Darby, PA  
*NoVA Node*, Arlington, VA      *NoVA UX*, McLean, VA      *NoVA Creatives*, Reston, VA  
*USA Track & Field*, Richmond, VA
- EDUCATION** > *Edward Tufte - personal tutoring*, Presenting Data and Information, New York, NY  
*School of Continuing & Professional Studies*, University of Bridgeport, Bridgeport, CT  
*Mason Gross School of the Arts*, Rutgers University, New Brunswick, NJ, **M.F.A.**  
*Livingston College*, Rutgers University, Piscataway, NJ, **B.A.**, **Fine Art and Design**  
*University of North Carolina School of the Arts*, Winston-Salem, NC, **Visual Arts**