

LAWRENCE RAILY

UI/UX DESIGNER & DEVELOPER



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Principal UI/UX Designer and Developer with 20 years of industry experience, blending strong front-end development skills with creative design expertise. Specialized in AI-driven development, image generation, and Stable Diffusion modeling. Proven track record in user research, interviews, information architecture, and mobile app development.

SKILLS

- Adobe Product Suite
- AI Coding & Image Gen Tools
- Javascript & Typescript
- CSS, LESS, SASS
- JQuery, Angular, Ionic, etc.
- Wordpress & PHP
- User Research & Testing
- Creative Design
- Video & Audio Production

EDUCATION

University of Florida

1999 - 2003

WORK EXPERIENCE

PRINCIPAL UX ARCHITECT

Cox Automotive - April 2022 - Present

Principal Architect leading a team designing software for automotive dealerships, along with connecting consumer and B2B applications through Autotrader.com, Kelley Blue Book, and others. Designed and built UIs for core dealership operations products, brought to market two of our AI products, and managed teams of UX Designers, UI Developers, and UX Researchers.

SENIOR USER EXPERIENCE DESIGNER

Healthsystems - Jun 2016 - April 2022

Lead UI designer and developer for a team designing proprietary enterprise web applications and mobile apps for the Workers' Comp industry, working with Angular, React, and Material Design. Also built & maintained company websites, digital marketing campaigns, and more. Improvements to the company's main software product resulted in two increases of 5% and 3%, respectively, to usage of the platform and revenue generated from the platform.

SENIOR USER EXPERIENCE DESIGNER

Catalina Marketing - Apr 2013 - Jun 2016

Built web application UIs, conducted user research and designed mobile applications. Heavy use of Javascript, CSS, HTML, and some limited back-end coding. Heavy use of JQuery, Bootstrap, and AngularJS. Considerable user testing.

SOCIAL



Facebook
facebook.com/djxealot



Twitter
twitter.com/FloridaRegime

EXPERTISE

- AI-Forward
- Highly Adaptable
- Always Willing to Learn
- A Voice for Usability
- Practical, but with Aesthetics
- Pragmatic
- 25 Years in the Industry
- Team & Product Management
- Some Experience w/Backend
- Ancillary Skills in Video, Audio, Media, and Music Production

EXTRAS

- Design and Development Contractor from 2000 - Present
- Extensive Livestreaming and Audio Engineering Experience
- DJ and Voice-Over Specialist Since 1999

WORK EXPERIENCE CONT.

FRONT-END DEVELOPER

Triad Retail Media - 6 Month Contract - Nov 2012 - Apr 2013

Worked with Javascript, Flash, JQuery, XML, HTML/CSS and Photoshop. Designed and built marketing campaigns on Walmart.com for major brands such as Loreal, American Greetings, Hormel, Arm & Hammer, Remington and more.

FRONT-END DEVELOPER

Ellucian - Contract Role - Mar 2012 - Nov 2012

Contract for designing and building Higher Education websites in Wordpress and proprietary .NET CMS. Utilized Javascript, HTML/CSS, PHP, Sharepoint, .NET, Photoshop and had a special emphasis on Responsive and Mobile design frameworks.

FRONT-END DEVELOPER

BMC Software - Contract Role - Oct 2011 - Mar 2012

Contract to develop micro web applications end-to-end in .NET, Javascript, SQL, HTML/CSS, and Photoshop. Also conducted user research and user testing for these micro applications.

INTERACTIVE DESIGNER

Bayshore Solutions - Mar 2009 - Sep 2011

Designed and built websites in proprietary CMS, Ektron and Umbraco. Had a special emphasis on JQuery, HTML/CSS and Front-End Development.

SENIOR WEB DESIGNER

Lightport, Inc. - Feb 2007 - Feb 2009

Designed and built websites in proprietary CMS for the Financial Industry. Styled in-house web applications.

HEAD GRAPHIC DESIGNER

GunAllen Financial - Jun 2004 - Feb 2007

Lead graphic and web designer for in-house marketing team, built around an ad agency model. Built & maintained corporate applications and websites. Maintained company branding standards. Complex regulatory environment.

WEB DESIGNER

Advanced Access - Feb 2003 - Jul 2004

Designed and built websites for the real estate industry in proprietary CMS, with emphasis on integration with third party applications like the MLS.