



# J BLAIR METCALF

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I lead small teams to design user interfaces backed by research, implementable by engineers, and loved by users.

After a decade of freelance design and development in advertising, I co-founded (and sold) PillowMob, developed UI for Halo 4, designed and developed a push-to-talk app for Motorola, and am presently designing and developing the future of Google Cloud Platform.

## User Experience Engineer

**Google** 2015-Present

Leading small teams to design, prototype, and validate new products and features for Google Cloud Platform. Design process includes researching user needs, product manager's priorities, market competition, front and back-end engineering constraints, team's bandwidth, UX patterns, and study plan to inform designs and prototypes for user research. Works closely with engineers during implementation and launch. Deeply engaged with director and managers to improve design processes for 60 person UX team. Projects include load balancing, UI components, IAM, and admin tools, which accounts for more than 25% of Google Cloud Platform traffic.

UX/UI Design, Prototyping, User Research, Sprint Lead

## Senior iOS Developer & UX Lead

**Motorola Solutions** 2014-2015

Lead UX/UI design and iOS UI architecture for a Motorola app that uses end-to-end encryption for group and private push-to-talk secure communications for 5,000 concurrent users. Developed reusable, extendable, and maintainable UI libraries for rapid prototyping and a shippable UI. Maintained, refactored, and extended a legacy iOS codebase on an agile team. Lead UX team through user and competitor research to redesign and launch on iOS and Android resulting in the highest yearly revenue for the platform.

iOS Development, Objective-C, UX/UI Design, Branding, User Research

## Skills

### Front-End Dev

Web Components  
Angular & Polymer  
HTML, CSS, & JS  
Flash & ActionScript  
NPM, Git & SVN  
RWD  
SEO

### UX/UI Design

Prototyping  
User Research  
User Journeys  
Presenting

### iOS Development

Objective-C  
iOS 9 Libraries  
CocoaPods

## Co-Founder

### **PillowMob 2011-2014**

Worked with my business partner to design and develop a low-cost e-commerce site selling a customizable product. Our grass-roots marketing strategy landed us an appearance on NBC's Today Show. In year two, PillowMob sales grew by 25% as we expanded our distribution network and improved customer retention. After three successful Holiday selling seasons, I sold my equity for 70 times ROI.

Branding, UX/UI Design, Flash, Front-End Development, Photography

## Senior UX Designer

### **UpTop 2013-2014**

Worked closely with stakeholders of Microsoft and Centurylink to strategize business and revenue goals and increase conversion rates. Presented research, competitive analysis, best practices, and expert evaluation of existing experiences.

Wireframes, Information Architecture, RWD, Competitor Research

## UI Developer

### **Microsoft - Halo 4 (via Kaarbo Design) 2012**

Worked alongside UI designers, motion designers, and shader programmers to implement menus, scoreboards, in-game markers and HUD for Halo 4 using Microsoft's proprietary SDK. Met marketing deadline for Holiday launch. Created, maintained, updated, and tested UI templates used throughout the game.

## School of the Art Institute of Chicago

### **Bachelor of Fine Arts 2002**

Art & Technology Emphasis