

# ROSS P. SCLAFANI

Professional Software Creative

After many years in a career spanning the entire spectrum of the media and software industries, the two have become one and the same. My unique blend of talents and experience position me perfectly to lead a forward-thinking organization into these exciting new times. Both a visionary and an expert practitioner, I can provide leadership from muscle memory and insights shaped by a deep curiosity in all intersections of human emotion and technology. I have risen the ranks from contract developer, designer, and animator to full-time architect responsible for products that drive over \$50M of yearly revenue. I aspire to bring the same passion for innovation and quality to an organization that is ready to do amazing new things with technology for its users.

Will it be yours? Let's find out.

**SUMMARY:** Creative Director, Experience Designer and Product Architect  
Emmy-nominated digital creative dedicated to bringing beautifully rich, engaging product experiences to market, built on rock-solid technical underpinnings and user-centered design. Extremely versatile and inventive designer / architect with deep experience in the media industry and a strong background in motion graphics and filmic storytelling. Proven thought leader, capable of motivating teams of any size, domestic or international.  
Member, ACM / SIG-CHI

**SKILLS:**  
**Management** Versed in the business, technical, and creative aspects of product creation, innovation, and branding.  
Detail-oriented requirements gathering and specs documentation  
Proficient with Atlassian Suite: Jira for project management / Confluence for documentation  
Excellent written and verbal communication skills, good with copy and instructional text  
Hands on experience in both software development and product design.

**Design** Talented Graphics and Interface Designer  
Keen eye for Color, Typography, and Layout  
Skilled with Wireframing, Information Architecture, Persona Creation  
Expert with Photoshop, Illustrator, After Effects, Final Cut Pro  
Low and high-fidelity prototyping, RITE testing

**Development** Strong knowledge of streaming media and video integration techniques  
Proficient in communicating user flows and system integrations via flowcharts and diagrams  
Experienced with Object Oriented Programming and MVC application design  
Hand-code Actionscript 3.0, HTML5, CSS3, JavaScript / jQuery / Backbone.js, PHP, Ruby  
"Full stack" developer : Linux, Apache, Node.js, Ruby, MySQL, and MongoDB

**NOTABLE CLIENTS:** Bloomberg, GE, MTV, VH1, Showtime, A&E Networks, Sony, Universal Music

**EXPERIENCE:**  
2012 - Present Grab Media (acquired 8/2013 by blinkx) - Video Syndication & Ad Platform for Web Publishers  
Senior Product Architect  
Provided technical architecture and product management for the video player at the center of Grab's syndicated video platform, with 3 billion video streams per year. Architected and developed new video products for the Web publishing space, on pace to generate \$110M in combined revenue over their first year. Led complete product cycle: from technical spec writing to UX architecture and UI design through development / developer management. Designed GrabPress, a Wordpress VIP plugin and Grab's first product with a consumer UI, which drove \$5M additional ad revenue in its first year  
( [www.wordpress.org/plugins/grabpress](http://www.wordpress.org/plugins/grabpress) )

- Product vision and ideation, requirements and conceptual architecture
- Strategic and tactical problem solving across entire video syndication platform
- UX design and wireframing, visual interface design, and product branding
- Front-end development in HTML5 / CSS3, JavaScript / jQuery / Backbone.js
- Offshore developer management and design oversight.

2010 - 2011 TandemSeven - User Experience Design Firm  
Contract User Experience Designer / Prototyper - NDA Financial Terminal Application  
Designed interaction models for features for the next-generation release of a financial terminal application with over \$1B/yr in subscription revenues. Created a pixel-perfect representation of the team's ideas to facilitate the approval process.

- User experience / interaction design
- Software feature wireframing in Illustrator and Omnigraffle
- Prototype development in Actionscript 3.0 with AIR deployment
- Graphic and icon design and production in Illustrator and Photoshop

- 2009 – 2010 [frog design - Global Product Strategy and Design Firm](#)  
 Contract Design Technologist  
 •NDA Healthcare Project – Actionsript 3 / Flex  
 Supplied creative coding and interaction design consulting for prototyping phase of Web based project for major medical equipment manufacturer. Participated in user testing and creative development while providing working models of design concepts. Guided other technologists experienced in other platforms in the use of Actionsript 3 to complete project goals.
- Microinteraction design
  - Actionsript and Flex MXML development
  - Paper prototyping
  - Actionsript 3.0 training
- 2004 – 2008 [Showtime Networks - Premium Cable Television Network](#)  
 Contract Flash Developer / AfterEffects Artist  
 Designed multiple promotional sites for Showtime’s award-winning programs. Created animated introductions, atmospheric effects, and developed and produced Flash components for each site he worked on, as well as Flash / HTML integration techniques. Introduced their online media department to techniques for integrating video into their Flash sites and dynamic loading of data via XML.
- Graphic design of Web sites and communications in Illustrator and Photoshop
  - Actionsript 2 and 3.0 development, Flash Animation
  - Motion graphics design and storyboarding
  - Video editing in Final Cut Pro / AfterEffects animation
  - Video compression and integration
  - HTML/CSS/JavaScript development
- 2001 – 2003 [Surround - Broadcast Design & Motion Graphics Studio](#)  
 Technical Director / Motion Graphics Designer  
 Technical Direction and Support, Effects Design, Compositing, Animation, Rotoscoping on Broadcast design on projects for MTV, Universal Music, VH-1 and VH-1 Classic, Including a set of promos for the 2002 VMAs. Produced Surround’s first interactive online game, for Island Records artist Sum\*41: designed and developed the entire game and managed illustration resources to execute a comic book art direction.
- Technical direction
  - Video editing, animation and compositing in AfterEffects and Final Cut Pro
  - 3D design and animation in Maya
  - Game design, art direction, and Flash development
- 1999 – Present (project basis) [Freelance / Neuromantic, LLC \(intermittent\) - Software Design and Development Services](#)  
 Owner / Creative Director  
 Provided software design services specializing in Web and mobile apps. Directed top-to-bottom Web site design, redesign and development as well as UX consulting.
- Mobile and Web application design.
  - Web site, EPK and email newsletter design in Illustrator and Photoshop
  - Web site development in Wordpress, HTML5, CSS3, jQuery and Flash
- EDUCATION:
- 2005 – 2008 [Columbia University School of the Arts](#)  
 Master of Fine Arts: Film Directing (thesis pending)
- 2004 [Parsons School of Design, Design and Technology MFA Program Coursework](#)  
 Interface Design, Broadcast Design, Physical Computing, Experimental Typography
- 1997 – 2001 [New York University Gallatin School](#)  
 Bachelor of Arts: Interactive Design & The Moving Image
- AWARDS: 2007 – NATAS Daytime Emmys Nomination for Outstanding Broadband Program – Variety  
*For Showtime: Dexter Blood Spatter 101 microsite*