

Portfolio

My work includes the user experience design for desktop, tablet, web, b2b and b2c applications.

IxDA SIGCHI UPA PMI

National Instruments

Senior Interaction Designer *from 2007*

Shaped four visual programming languages including LabVIEW Education Edition and LabVIEW Web UI Builder by helping to define the UI and Ux architectures. Acquired signoff from stakeholders while communicating designs to developers. UxD hiring manager. UxD workshop facilitator. Multiple design patents.

[Web UI Builder >>](#) [how I helped shape LabVIEW Web UI Builder >>](#) [on Channel 9 >>](#) [the keynote >>](#)

Mail Maker

Founder / Ux Designer / Developer *in 2007*

Complete product strategy and Ux design from conception to deployment. Sold mapping experience to a third party.

[take a closer look at mailmaker.com >>](#)

AccuData

Senior User Experience Designer *from 2005 to 2007*

Designed complete application from conception to deployment. Consulted enterprise, companywide and external stakeholders to design an all new direct marketing list application called AccuLeads. Created storyboards, click-through demos and an all-encompassing style guide while communicating designs to developers.

Technical Graffiti

Founder / Ux Designer / Developer *from 2002 to 2005*

Conceived the Ux architecture and code behind a successful open source Intranet application and e-commerce website called Intranet 2004. Performed staff and procurement management while overseeing and developing multiple websites and web applications. Performed software consultation.

[article on Intranet 2004 >>](#) [view the Intranet 2004 website >>](#)

Snap-On

Senior Project Engineer / Ux Designer *from 2002 to project completion in 2003*

Consulted the project team to develop a common interface for vehicle diagnostic applications. Developed a .Net telematics diagnostic application, customized a .Net ticket tracker and spearheaded the engineering Intranet. Generated vehicle diagnostic application Ux designs and prototypes. Traveled to Amsterdam to consult in software globalization.

Multiple design patents.

Daimler Chrysler

Senior Consultant through QQuest *from 2001 to project completion in 2002*

Defined the architecture, developed, and oversaw an ongoing data mart application that consolidates most of Daimler Chrysler's internal multi-terabyte databases.

frog design

Technologist *from 1999 to layoff in 2001*

designing with technology

frog design - Technical Leader for internal projects *from 1999 to 2001*

Consulted internal stakeholders and developed frog design's corporate website. Gathered requirements and developed frog design's corporate Intranet.

Living.com - Liaison through frog design *from 1999 to 2001*

Communicated technical and design visions to in-house developers and designers. Developed e-commerce user interface.

Microsoft - Technical Leader through frog design *from 1999 to 2001*

Developed the user interface prototype of the Microsoft Management Portal. Worked with and directed in house resources in Microsoft's Redmond headquarters to incorporate their .Net strategy into the Microsoft Management Portal.

SAP - Technical Leader through frog design *from 1999 to 2001*

Defined user interface modules and technical specifications. Managed the technical aspect of the project. Mentored internal staff in module development and integration at the Frankfurt Germany headquarters.

Dell - Technologist through frog design *from 1999 to 2001*

Enhanced user interface controls and consulted the designers of Dell's e-commerce website.

Ford

Technical Leader through Softad *from 1998 to 1999*

Developed the Ford Fleet, Ford Fleet Canada and Ford Fleet Global websites.

Iserv

Supervisor *in 1998*

Managed technical support personnel.

Language Awareness experience designing and programming using the following languages
.Net Framework, ASP.Net, AJAX, C#, CSS, DHTML, HTML, JavaScript, jQuery, SQL, Silverlight, WPF, XAML, XML, XSL and XSLT.

Primary Tools Expression Blend, Expression Design, Fireworks, PowerPoint, Sketchflow and Visio.

Process User Centered Design. Design, Prototype and Review. Lean Ux.
process presentation >> [view the process with LabVIEW Web UI Builder >>](#)

Collaboration Research, interviews, facilitation and presentations.

Portfolio 2012 [http://www.technicalgraffiti.com/portfolio2012 >>](http://www.technicalgraffiti.com/portfolio2012)
2011 [http://www.technicalgraffiti.com/portfolio2011 >>](http://www.technicalgraffiti.com/portfolio2011)

Social Twitter [http://twitter.com/#!/scottseven >>](http://twitter.com/#!/scottseven)
LinkedIn [http://www.linkedin.com/profile/view?id=35649636 >>](http://www.linkedin.com/profile/view?id=35649636)
Pinterest [http://pinterest.com/scottpostma/pins/ >>](http://pinterest.com/scottpostma/pins/)

Articles NI LabVIEW Web UI Builder - Eyes on VI's
Intranet 2004: A No-Fuss Intranet Framework - Intranet Journal
ASP Intranet 2004 Reviews - Aspin
frog design corporate website silver award - Business Week
www.BigRapids.com cover story - Big Rapids Pioneer

Education Computer Information Systems with Business Management
Ferris State University in Big Rapids Michigan from 1992 to 1996

Performed consultation to companies that are not listed here due to the small project timelines.
They include Herman Miller for the Home, BBK Studio, Nexiq, Raytheon, Pentagram and many small companies.