

Dallas James Ransom

Contact Details

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UX/UI/Designer and Front-end Developer with over 20 years experience developing web applications.

My strengths are in the conceptualisation, strategy, design and front-end development.

I see my role as a 'UI Architect,' bridging the chasm between stakeholders and developers, in the same way a traditional architect bridges the gap between their clients and the construction industry.

I believe the main reasons for poor software project outcomes are that stakeholders struggle to adequately assemble requirements, while reasonably competent software developers tend to be poor at stakeholder engagement and anticipating users needs.

Even though a project may meet all the requirements provided to the developers, the end product can still fail to improve productivity or become broadly adopted due to a poor user experience and a flakey set of requirements.

As a software designer/developer I take on the stakeholder engagement and assist in the process of requirement gathering. A set of documentation is developed for the app, defining the user roles and processes and views.

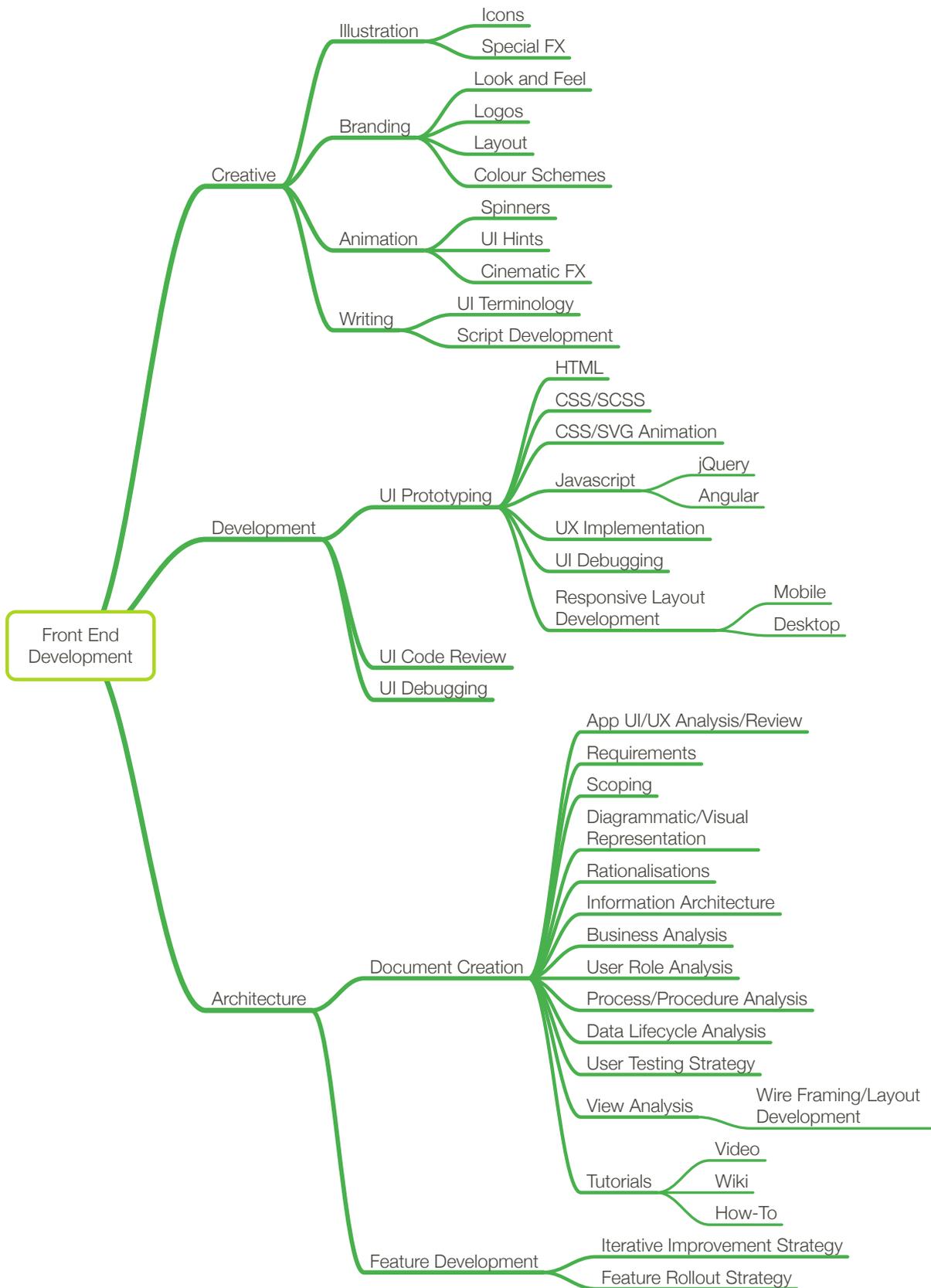
I then prototype the front end of the application in HTML/CSS/Javascript providing the stakeholders with a live demo as it is being developed. Using an iterative approach with regular meetings, other requirements usually surface during this phase that can be easily added to the scope of work and included in the prototype.

The prototype is completed with branding requirements, look and feel, UI hints, spinners and responsive layouts constructed and ready for implementation.

Once the UI is signed off by the stakeholders, the documentation and UI is provided to a team of developers. Technical analysis and implementation is speedier and more efficient because they have the docs and an actual prototype encompassing the requirements.

This process is referred to as a 'user first development strategy' and greatly improves the chances of project success.

Skill Tree



Projects of Interest (from most recent)

OPTUS PERSONAL HUB (V1)

Position: Full Time

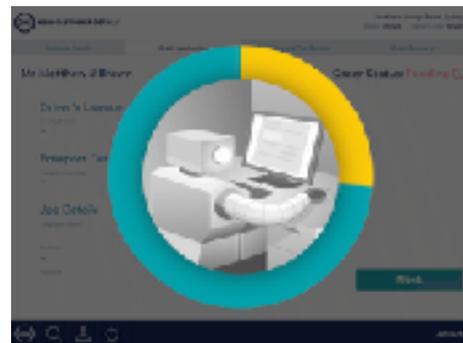
Role: UX Designer

Description: Optus retail had invested a lot of money into Salesforce. But Salesforce is an awkward, clunky platform and it wasn't being adopted by employees as much as Optus would have liked. It was also central to the Comms strategy of ensuring everyone in retail is kept in the loop. My job was to make it more usable and less clunky by redesigning the layouts into something more friendly and approachable. The prototype was developed with HTML/SCSS, CSS Animations, AngularJS.



OPTUS DNI (DIGITAL NAVIGATOR INTERNAL) PROTOTYPE

In the past, Optus failed to develop an internal digital strategy. IT projects were carried out on a departmental needs basis, which eventually lead to retail staff needing learn 24 separate systems to adequately manage customer's needs. This is being addressed by a massive effort to consolidate all these systems down to 6, but with rollout being perpetually 6 months away, DNI was to be a stop-gap solution for simplifying the 'new customer on-boarding process'.



DNI was a fairly simple set of layouts designed for tablets, to capture basic customer data and then trigger a 'bot' that went and submitted all of this information to Optus' disparate systems — which took about 20 seconds. The main challenge was to make a spinner that made that wait time less awkward. The prototype was developed with PHP, HTML/SCSS, CSS Animations, jQuery.

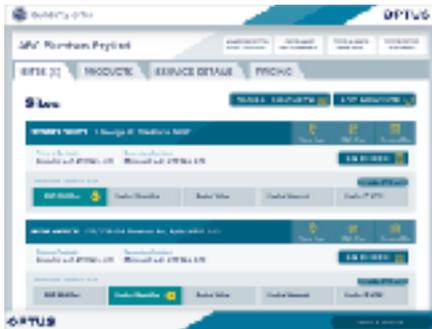
OPTUS STORE VISITS

Area Managers at Optus had no system for managing store inspections. The Store Visits app handled scheduling, managed lists of inspection points, allowed photos and notes to be added to inspection points and allowed area managers to easily create reports for Store Managers. It was designed responsively for use on phones and tablets. PHP, HTML/SCSS, jQuery.



OPTUS BMO FIXED (BUILD MY OFFER FOR FIXED LINE PRODUCTS)

The largest project I worked on in Optus, this was a UI that assisted the SMB Retail division with the configuration of fixed line products. The products themselves tend to be very complex as data delivery methods are many and varied depending on the product and the location of the site.



If a customer had several sites with multiple products for each site, retail staff could be filling out well over 500 inputs. The default Salesforce UI was inadequate for collecting this information and a UI needed to be specifically designed for this task of collection, configuration and navigation. Prototype developed with HTML/SCSS and JQuery. Features Included:

- Fast configuration of products across multiple sites
- Very short path to setting up preliminary quotes
- Intuitive navigation through the product configuration process
- Integration with the PEGA Next Best Offer App
- Dynamic Financial Summary
- A 'Deal Negotiation' UI where Sales people could come up with a special offer, and have it approved by managers
- Automated Service Qualification checks
- Progress Dashboard of the product configuration process
- Tablet friendly

OPTUS 'FORTUNITY'

The word Fortunity is the concatenation of the words 'Forecasting Opportunity'. The app was designed to quickly show the performance of all retail sales teams by time and product, in real time. Developed with HTML/SCSS and AngularJS.



OPTUS NBA (NEXT BEST ACTION)

Optus has invested heavily in [Pega](#) in order to improve their targeted marketing and customer experience and it needed to be integrated with Salesforce using as little screen real estate as possible. I designed a slider with a series of expandable 'cards' with the offer information in place that were rendered into an iFrame within Salesforce.

OPTUS RETAIL DAILY HUDDLE (FORM BUILDER)

Optus retail stores have been using print-outs to capture the salient needs of retail staff during their 'daily huddle' meetings. This was to be converted to a digital capture platform, requiring me to develop a responsive framework of data-capture elements and themes allowing Area Managers (and upwards) to be able to configure forms for use in a variety of situations.

WORKSPACE

Position: Full Time

Role: Lead Developer



Description: Workspace is a commercial furniture designer/manufacturer. The project was to redesign their site, update the look and feel and reduce the complexity of content management.

This is a Wordpress site using Custom Post Types and Advanced Custom Fields to provide a comprehensive system for the management of their broad product offerings.

The UI is completely responsive using jQuery and Bootstrap. The results were beautiful.

See workspace.com.au

JAYCO

Position: Full Time Contract

Role: Senior Developer



Description: Between September 2013 and July 2014 I worked for WebEdge. They are a small, young digital marketing business with great talent that had landed the redesign of the Jayco web site (jayco.com.au) which is their biggest job to date.

The size of the job was formidable, nearing that of a major car manufacturer. WebEdge employed me for my experience with Mitsubishi and web platforms, to show them how to develop and manage large complex web sites.

The site was developed with Wordpress using the Advanced Custom Fields plugin for the CMS. On the backend we used SCSS and preprocessors for the mark up and the 'Bones' theme as a base.

The team at WebEdge work collaboratively. Everyone discusses the various aspects of the design, layouts and functionality. I thoroughly enjoyed the resourceful and inclusive nature of the team at WebEdge. It was a great place to work.

TRULYMADLY WEDDING PHOTOGRAPHERS

Position: Freelance

Role: Developer



James knower, renowned Adelaide Photographer, has a business specialising in Wedding Photography (trulymadly.com.au) and he commissioned me to develop the re-designed site.

I used Wordpress with the 'Blank' theme and marked up a responsive site based on designs provided. The project was fun and quite a bit of the functionality was made up as we went along during regular meetings throughout the process.

James is a good systems person and he was keen to get this web site to actually do things, such as:

- 1) easy gallery creation for clients and their friends and families
- 2) become the central collection and storage place for all client information
- 3) facilitate client sign off on Terms and Conditions
- 4) a bit of social integration

KOJO

Position: Full Time Permanent

Role: Senior Digital Producer

Description: Kojo are a creative digital agency with several big ticket clients including, Scott Hicks, BHP and Mitsubishi Motors. Kojo provide digital production services such as web sites and applications, film production and post production, 3D animation and content development.

My responsibilities:

To consult, manage and produce Mitsubishi Motors' online strategies pertaining to their corporate web site, mobile web design, development and production, corporate web site redesign, development and production.



As well as managing the constant stream of updates for the site, I also performed business analysis recommending IT strategies and designing high level architectural systems for simplifying the management of product data and marketing assets (which they have agreed to adopt).

I have also performed the creation, management and production of BHP Billiton SCORM compliant modules for their the Olympic Dam training induction system in conjunction with 57 Films. I performed script writing for the videos, front end development, implemented content as well as co-ordinating the creative production for the layouts, video production and the javascript backend.



I authored tenders and my work won the systems development contract with Codan International and the Mitsubishi Motors web site redesign, Mitsubishi motors Asset management database.

JACKSON CARE TECHNOLOGIES NURSE CALL SYSTEM

Position: Contract

Role: UI Architect, Business Analyst

Description: Jackson Care Technologies develop and install notification systems used in hospitals and aged care facilities. In July 2010, the decision was made to change the hardware platform to be managed with IP based technologies, and to develop a browser application for managing the set up, management and configuration of the notification systems within a hospital.



This is a Ruby on Rails application, using HAML and SASS for mark up.

I was brought into the project 9 months after it started and was contracted to 'make the screen layouts look sexy.' However, the project, due to a lack of a scope or specification had really only reached a general platform for building the application, i.e. part of an interface between the hardware and the application and a listener for the notifications. There were many aspects of the application that were still to be considered.

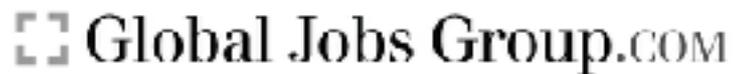
Most of my time was spent working on developing a UI framework, wireframes, and a high level description of the application. At the end of the 4 month contract, I developed 4 static prototypes, 10,000 words of documentation and about 50 graphic icons.



GLOBAL JOBS GROUP

Position: Contract

Role: Developer



Description: Global Jobs

Group is a UK based job search company that have developed an interesting idea for a job search web site, based on real time responses from search terms for the user. A little bit like the 'accelerated search' where the search box drops down a menu of results as you type the term into the field, this takes that a step further and changes the information within the layout.

I was provided with the layouts in Photoshop format by a group of very talented designers that don't do mark up. No one that does HTML mark up designs layouts as tough and complex as these - but I feel the result was well worth it.

BMI AIRLINES PHONE BASED BOOKING SYSTEM

Position: Contract

Role: Front End Developer



Description: Prospect, a UK based design company contracted me to develop the HTML layouts and interactivity for a phone based flight booking system. I was provided with wireframes and PSD layouts.

CARBON PLANET G3MS

Position: Full time permanent (see employment history)

Role: UX, UI Designer

Description: Carbon Planet embarked upon developing a web application to assist their clients in collecting business emissions data for energy and emissions assessments.



G3MS

The first thing I did was map the processes of the application providing the programmers with [these documents](#) outlining the flow of an assessment. For some reason they were struggling implementing permissions for the users, so it seemed to me that they needed clarity around the roles and permissions. I developed [this document](#) to assist them.

I designed the UI and you can see the prototype [here](#).

The UI was adopted, but only partially implemented. You can find more information on G3MS [here](#).

CARBON PLANET

Position: Full time permanent (see employment history)

Role: UX, UI Designer, Art Director

The [Carbon Planet web site](#) contains over 100 pages of static content, 10 brochures, and an online shop for retailing carbon credits including a [flight emissions calculator](#), [Schools Education Pack](#), [G3MS Lite Licences](#) and [choosing the carbon credits you would like to use to offset your emissions](#).



I gathered and organised the content, designed and marked up the layout, designed the information architecture, produced [brochures](#) and [graphics \(1,2\)](#), designed and implemented templates (using Pages for Mac) for all corporate stationary and research documents and exhibition and conference banners.

I wrote the script for the comic 'Planet Saving Super Heroes: Defending Against Climate Change' and managed the production of the comic.

I researched 'Global Emissions due to Deforestation' and cowrote [two papers](#) that were submitted to the UN for the Copenhagen Climate Change Conference.

ROCKSOFT

Position: Contract

Role: Art Direction, Design and Production

Description: Rocksoft was a company that developed Data Integrity and Data Redundancy tools, Veracity and Blocklets.

I was brought on board to provide Rocksoft with an identity, and support the sale of the business by formatting manuals, presentations and documentation regarding the technology.

I developed a style guide for Rocksoft [here](#) and it's probably worth checking out the diagrams I developed for Rocksoft [here](#). The style guide wasn't completed before the sale of the company, which sold for \$63 million to ADIC (Canadian backup company) which was then sold to [Quantum](#) in 2006.

The Rocksoft logo is displayed in a dark blue, serif font. The word "Rocksoft" is written in a classic, slightly condensed typeface, with a registered trademark symbol (®) positioned at the top right of the letter "t".

BLAST THEORY

Position: Contract

Roll: Artist/Animator

Description: "[Blast Theory](#) are a group of UK artists that build and is renowned internationally as one of the most adventurous artists' groups using interactive media, creating groundbreaking new forms of performance and interactive art that mixes audiences across the internet, live performance and digital broadcasting."



They were in Adelaide for the Fringe Festival to put on an interactive performance called 'I like Frank.' At the same time they were also producing an [interactive fixture](#) for the London Science Museum designed to educate children in a fun way about energy technology of the future.

I was required to produce 24 flash animations and a panoramic landscape upon which the animations were overlaid.

The fixture was interactive and rotated on swivel, with a touch screen interface and is still a fixture at the museum.



RECALL PROJECT

Position: Full Time Permanent

Roll: Senior Designer/Interface Architect

Description: Time, Resource and Project Tracking System

The application was designed to manage project data and IP through the life cycle of the project, starting with tracking leads and finishing with an interface for archiving each project.

Unfortunately, I was retrenched before it went into production, and all I have that remains are the icons I developed for each section.

FOOD DROP

Position: Full Time Permanent

Roll: Recall Design, Senior Designer/Interface Architect



Description: Food Drop was a refrigerated food delivery business. Customers would go to the web site and order food provided by local food suppliers. The food suppliers would drop the food off to a

refrigerated warehouse where the food would be packed into insulated boxes and delivered to customers in a refrigerated van within 36 hours of the production.

The business consisted of 4 web sites, for each facet of the business

- Customer web site
- Business Administration web
- Food Producers
- Franchisees

Until this point (2000), there had been some very large investments in getting people to order their food online that had failed dismally (particularly in the US). This business model was different. The money was not in distributing food, but in selling franchises for food delivery.

Food Drop did not maintain the food inventory of the store, the food producers were expected to add their food items to their account on the food producer's web site and manage their own inventory.

Customer web features:

- 2 shopping lists - regular and previous
- Customer purchasing history

- Searchable nutritional information
- Health information that allowed searches for 'heart smart', vegan, organic etc
- 'Market day' where food producers could move surplus food
- 'Daily specials' where food producers could simply mark an item as a special and it would be rotated with other specials in the 'specials' panel
- Food producer pages - so you could click on a particular producer and see what else they are offering
- Contact with food producers - you could send them emails, allowing relationships to be formed

Food producer web features:

- Inventory management - activating and deactivating products
- Pricing and margin management allowing food producers to set their own prices
- Comprehensive nutritional and food information
- Twice daily orders sent to the food producers

Administration web features

- Comprehensive reports for all food
- Margin management
- Food producer management
- Franchisee management
- Customer management
- Communications management
- Account management

Franchisee web site

- Delivery management and history
- Food container tracking

There were so many things that were awesome about this web site. Supermarkets were pressuring food producers to make food cheaper while putting enormous profit margins on their food and gouging customers - even with the home delivery charge, the cost of shopping at Fooodrop was competitive with the supermarkets.

As all producers were local, food offered on the store were seasonal and very fresh - most food was made to order.

It had a huge inventory of well over 2000 items. Food producers were not constrained by supermarket shelf space for specialty products and could offer produce that was ordinarily unavailable in supermarkets.

Before the business was shut down, the Fooodrop had over 3000 customers and was making money. There were plans to add a 'meal manager' and a recipe database so that customers could plan out a weeks worth of meals and have the store automatically place the ingredients for those meals in the cart.

Why was the business shut down? The client refused to pay Recall Design for the cost of producing the site because it was 5 times more than what he was expecting. He took Recall Design to court and lost, was placed on a payment plan and then he skipped two payments in a row. Recall shut the site down.

CITIBANK AUTOMATED LOAN ORIGINATION SYSTEM

Position: Full Time Permanent

Roll: Recall Design, Senior Designer/Interface Architect

Lending Technology Services, headed up by John Grant, had managed to sell the project of developing an enterprise Automated Loan Appropriation System to Citibank. It had the potential to save Citibank \$20M/month.

These projects had always been the bugaboo of Banking IT projects, and as we were starting ANZ had just axed a similar project after spending \$28M on getting it going. I was shocked. I couldn't imagine why a web site would need to cost \$28M and still fail.

John had put all the contracts together himself, and was open about how Citibank wouldn't get any of the IP, and how he was going to set up an 'open lending' web site that allowed any institution to with money to plug in and become a lender. This would open up the money market and weaken the banking stronghold. So it was exciting.

Developing an interface for a loan appropriation system was more about formatting hundreds of forms than anything else. Conceptually, the system was fairly simple - you enter the details required to construct the legal documentation to support the loan, run it through a 'rule matrix', and the system, once the data in you application has been verified, can pre-approve a loan.

Technically, this quickly became very complicated. For example, if three people were getting a loan and there were two guarantors for the loan, then you are looking at about 50 forms that need to be filled out, including asset and liability statements for each of the participants in the loan.

The 'rule matrix' was not simple either. Citibank had over 140 rules for loan approval, which even the people that worked within Citibank would refer to as 'convoluted.'

However, the most complicated aspect of all was consulting with banking executive management about how to handle edge cases. All too often Citibank's lending policies were challenged to allow sane calculation procedures. Unfortunately, no-one in Australia had the authority to tinker with Citibank's lending policies.

I am not sure why, but eventually the project was axed soon after I had developed a nice, friendly UI for the data-capture.

Employment History

UX DESIGNER AT OPTUS DECEMBER 2015 - JULY 2017

I was brought on board to help with the adoption of a Salesforce based Social Platform called 'Chatter' that Optus Comms was using to deliver company wide communications. This was to be done by re-skinning it and plying it with an Optus branded, friendly UI. I was quickly adopted by the Salesforce team as the UX Designer, participating in over 20 projects ranging from developing logos and icons for Salesforce, to programming deeply detailed working prototypes of company facing software apps in the retail arm, Augmented Reality research and developing concepts for store interiors in 3D.

SENIOR DEVELOPER AT ATOMIX DECEMBER 2014 TO MARCH 2015

During my brief (yet intense) stint at Atomix, situated in North Adelaide, I worked on workspace.com.au and the zoossa.com.au multi-site that includes adelaidezoo.com.au and monartozoo.com.au. I also contributed as a writer for their procedures knowledge-base.

FREELANCE JULY TO DECEMBER 2014

Funny little patch of work where I obtained 6 clients all running for council elections in Adelaide, needing campaign collateral in the form of flyers, letters posters and web sites. I produced their collateral and wrote campaign letters, engaging in discussions concerning election strategies and so-forth. A very pleasant bunch of people to deal with. 3 of them got elected.

Produced another web site for James Knowler. A very simple website designed to show off his work and make it easy to navigate. Also simplified the backend processes for James making it simple for him to organise his images. The site is also completely responsive. See jkcrew.com.au

Pangolin Associates are commercialising the research they have done and are making an effort to become more marketable. They approached me for some design work resulting in logo development for two businesses, 'Energy Buster' and 'Sustainable Savings.'

Consulted on UX for Sustainability House's public facing software for calculating building energy efficiency. After an in-depth study of their app, I provided branding and a document with a strategy for improving their software.

SENIOR WEB DEV' AT WEBEDGE SEPTEMBER 2013 TO JULY 2014

Full time contract working mainly on jayco.com.au but also other small jobs including a responsive landing page for Classic Timber Furniture.

FREELANCE DESIGNER/DEVELOPER AUGUST 2012 - 2013

- Design and development of the [Radius Desk](#)
- Web Site for [Truly Madly Photographers](#)
- Web Site for [Wiseman Design](#)
- Web Page for [Shutters by Sixth Avenue](#)
- Graphic Design for [Roxby Liesure](#)
- Product Design for [Air Command](#)
- Web page for the [Seven Rays Seminar](#)
- UI Development for [Innovation Science](#)
- Logo Development for [Teach with Reach](#)
- Brand Development for [Swarm Critic](#)

SENIOR TECHNICAL PRODUCER, KOJO, AUGUST 2011 - AUGUST 2012

Full time permanent position. Responsibilities included:

- Production management
- Project management/coordination
- Client management
- IT Strategy Consulting
- Business Analysis
- Tender/Proposal writing
- Writing technical briefs
- Script writing
- HTML/CSS/Javascript development

FRONT END DEVELOPER, MARCH - JULY 2011

Jackson Care Technology employed me for a 3 month contract to design the UI for a browser application that managed the set up and configuration of a notification system to be used in hospitals and aged care facilities.

FREELANCE, JULY 2010 - MARCH 2011

Projects since July have included:

- Corporate identity design for Just Property Management via [the Sherpa Group](#) (in progress)
- Logo and Web Page for [Sambama Agencies](#)
- Web site: [MXITS](#)
- Web Site and Logo: [MX Hosting](#)
- Exhibition of personal work, 'Squeakiness' at the the Tin Cat Cafe
- iPad/iPod based, Hospitality POS system
- [Adelaide Wellbeing](#) web site
- 3D tank animations for a local theatre production, 'Heros'.
- iPhone based prototypical flight booking system
- Prototypical development of the Global Job Group web site

DESIGN MANAGER, CARBON PLANET — 2006 - JULY 2010

Carbon Planet is a 'full-spectrum' carbon management company. Carbon Planet originate and trade carbon credits, consult on carbon project development. They provide carbon education, for businesses and students, develop web based carbon management software, offer carbon and energy audits for businesses and retail carbon credits through the web site.

My duties encompass the design and development of the web site, the interface and branding for the carbon management software (G3MS), and all collateral published by Carbon Planet.

FREELANCE — 2001-2006

- I will gloss over this part of my career as it was simply a time where I was working from home. I had many clients and my work was enjoyable. I did a lot more illustration, animation and arty kinds of things during this time. Most of my clients were small businesses with small budgets, but not all.

SENIOR DESIGNER/INTERFACE ARCHITECT, RECALL DESIGN — 2000 - 2001

- At Recall Design I worked with clients to develop the scope and interface prototypes for enterprise web applications. Clients included MYOB, Citibank.

LECTURER - UNIVERSITY OF SOUTH AUSTRALIA - 1999

- Spent a semester teaching art students how to make web sites.

DIRECTOR, TOMATO CONSORTIUM — 1996 - 2000

- Started a business in 1996 in computer graphics and design. The company soon morphed into a web development company and in 1998 won the Telstra web awards for 'Australia's Best Sporting web site' for the South Australian Cricket Association 'RedBacks' web site. Clients included Victoria Parks, PIRSA, State Theatre, Animal Welfare League and the University of South Australia.

EDUCATION

- Bachelor of Design, University of South Australia

Recommendations and References

PROFESSIONAL REFERENCE

Tony Yuen
Project Manager, Optus
Mobile: 0433 704 897

PERSONAL REFERENCE

Serena Cochinos
Think Big Instigator, Optus
Mobile: 0421 576 375

VIVIENNE HOLLOWAY ON MY WORK ON CARBON PLANET

“Dallas is a talented and intuitive user interface architect, and the ultimate powerhouse in graphic design. Capable of delivering multiple simultaneous projects of the highest quality. A rare professional, combining great artistic talent with sound software programming knowledge, project design and planning skills executed with unique vision, he takes all of this and adds great people skills. You'll wish you had ten of him, and he's worth ten of any other.” November 15, 2010

DAVE SAG ON MY WORK AT CARBON PLANET

“Dallas is one of the fastest new-media production people I have ever worked with and handles multiple requests with seeming ease and almost nary a grumble. He's a great graphic artist and has worked on three generations of Carbon Planet's web and print material. He's not afraid to collaborate and share ideas either.” February 3, 2008

BLAST THEORY ON MY WORK IN THE LONDON SCIENCE MUSEUM INSTALLATION:

Matt Adams had this to say about my contribution to the Science Museum project:

“Nick, Caitlin and I have all found it such a pleasure to work with you and feel that you have really driven the project to a new place because you have engaged with the work so fully. We are particularly aware that it has not been easy working with us and with the Science Museum at times and that you have always cheerily got on with it.”

Caitlin, project manager for Blast Theory had this to say about my work:

“Can I also just THANK YOU for your beautiful work that has made a great impression on the Science Team here in London, despite their wobbling on the detail of the science factor, they really love the kooky rich drawings you have created! WHAT A FEAT!!!”