

# Peter Scannell

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Lowell, MA 978.436.0387 alakai@axswave.com

**User Interface Programmer**, experienced in user-interface design and development, responsive and mobile UI design, product implementation, workflow, requirements and task analysis, customer interaction, human factors engineering, Web accessibility.

## Professional Highlights

- Lead React and Javascript developer, UI and Interaction Designer for GTxcel products including: Turnstyle ACE, Webreader, Tracking Analytics Dashboard, Publisher Dashboard, Rivista, Mobile Webreader; products for content publishers.
- Agile Scrum Master, Team Lead, Ajax developer, UI and Interaction Designer for Openwave Richmail; a full-screen, interactive email and messaging product.
- UI Architect and Designer, Project Lead for the award-winning video editing workflow products AvidProNet and Avid Review & Approval. AvidProNet won the Millennium Award at the National Association of Broadcasters Convention in 2000; Review & Approval won the National Cable & Telecommunications Association Vanguard Award in 2001.
- Co-author on 5 User Interface Patent Applications and 22 Interface Design IBM Technical Reports; awarded an IBM Second Plateau Invention Achievement Award.
- Experience in user interface design and development; responsive and mobile Web applications; HTML, CSS, Javascript, React, Bootstrap, Google AdManager; requirements and analysis; Web browser compatibility; WCAG (Web Accessibility).
- PhD in Information Science, focusing on cognitive and human factors research.

## Experience

### **GTxcel, Inc., Southborough, MA**

2009 to current

- **Web Application Developer and Designer** for Turnstyle ACE, a highly-customizable Web application framework for delivery and display of diverse digital content to provide an online presence for magazines, books, newsletters and other documents . Written using React hooks and uses JSON-based configuration options to determine UI layout, what should be included in the layout, how the different pieces of the UI will interact, and the behavior when the user interacts with the UI.
  - Creator of the design and initial implementation of all parts of the front-end framework, including
    - Design and creation of the layout engine.
    - Creation and implementation of the front-end components behavior.
    - Creation and implementation of the JSON configuration structure.
    - Creation and implementation of a Web-based UI to manage and assist in the generation of custom configurations for each client.

- **Web Application Developer** for GTxcel Webreader, a Web application for delivery and display of digital publishing content for magazines and documents. Webreader provides a way for magazine, document, and book publishers to bring their print publications online.
  - Responsible for converting a strictly mobile application to a fully-responsive desktop and mobile application.
  - Led the effort to update Webreader for WCAG 2.0 compliance. WCAG stands for Web Content Accessibility Guidelines, making Webreader fully accessible for screen-readers and keyboard-only navigation.
- **Web Application Developer and Designer** for GTxcel's Tracking Analytics Dashboard, a Web application for publishers to view their tracking data in an easy-to-use, customizable dashboard. The Analytics Dashboard provides summaries, tables, and charts, allowing publishers to view their Webreader tracking data in a number of different formats and configurations.
  - Responsible for the design and implementation of the dashboard, using Backbone, Mixpanel.
  - Designed and developed the layout engine and configuration files, allowing for customization of different parts of the UI for individual customers.
- **Web Application Developer** for GTxcel's Publisher Dashboard, a Web application for publishers to configure their publications for display in the Webreader.
  - Responsible for updating and modernizing the UI.
- **Web Application Developer** for GTxcel's Rivista product line, a customizable Web application for converting hard-copy publications to an online format.
  - Worked with a team to implement new features.
- **Web Application Developer and Designer** for GTxcel's first mobile Webreader product.
  - Responsible for the UI design and implementation of the mobile UI.
  - Worked in a small team, including a back-end programmer and QA.
- **Samples of Turnstyle ACE and Webreader**
  - <https://digital.faithtoday.ca/faithtoday/library/>
  - <https://perfumerflavorist.texterity.com/perfumerflavorist/library>
  - <https://www.ohiostatemedicine-digital.com/ohiostatecollegeofmedicine/library>
  - <https://www.standardizationnews.com/standardizationnews/library>
  - <https://www.woodworkingdigital.com/wwnet/library/>
  - <https://www.musicalamerica-digital.com/musicalamerica/library/>
  - <https://www.radiologymanagement-digital.com/radiologymanagement/library/>
  - <https://digital.supplychainquarterly.com/supplychain/library>
  - <https://digital.superlawyers.com/superlawyers/library/>

**Openwave Systems, Inc., Burlington, MA**

2006 to 2009

- **Agile Scrum Master, Ajax Developer, UI Architect/Designer** for Openwave Richmail; a full-featured, Web-application including email, messaging, address book, and calendar for large-scale telecom subscribers.
  - Responsible for the design, implementation and performance improvements of the layout engine used to generate the UI for Richmail, as well as the specific design and implementation of the email UI.
  - Responsible for customer task analysis, evaluation of product requirements, design and prototyping of the UI, usability testing of interface, use case and workflow generation, graphic design, management of graphic design consultants.
  - Mentored new team members, bringing them up to speed on technologies used in Richmail and assisting them during development.

**Black Duck Software, Inc., Waltham, MA**

2005 to 2005

- **UI Architect/Designer** for protextIP, Black Duck's software for compliance management solutions that help companies govern how software assets are created, managed, and licensed.
  - Responsible for customer task analysis, evaluation of product requirements, design and prototyping of the UI, usability testing of interface, use case and workflow generation.

**Avid Technology, Inc., Tewksbury, MA**

1997 to 2003

- **UI Architect/Designer, Technical Lead and Engineering Manager** for a number of Avid's video editing workflow products, including MediaManager Select, Avid Review & Approval, Avid NetReview, Avid Production Network (AvidProNet) and AvidProNet's Web services used by movie and film studios
  - MediaManager Select: Designed, prototyped and helped program the user interface, and led the engineering team.
  - Review & Approval and NetReview: Designed, prototyped and helped program the user experience and user interface, led technical architecture efforts, wrote technical specifications, conducted usability tests, and managed the development.
  - AvidProNet: Defined and prototyped the user experience, conducted usability tests and user interviews, wrote the technical specifications, led the development, and worked closely with Avid Legal, to help manage the worldwide release.

**IBM - Southlake, TX**

1988 to 1995

- **Software Engineer and Team Leader** for the Macintosh Time and Place Calendar team.
- **Interface Design Engineer** for a cross-platform office suite using Neuron Data and HyperCard.
- **Human Factors Engineer** for OfficeVision release 2 for OS/2.
  - Developed scenarios to test software ease of use and conducted usability tests. Statistically analyzed test results and created test reports and summaries for management.
  - Authored four software interface patent applications and twenty-two interface design IBM Technical Reports and consulted with the graphics designer on icon design.

### **Other Experience**

- **University of North Texas - Instructor and Director of Advanced Tech. Lab**
- **Connectware - Senior GUI Architect and Developer**
- **American Samoa Community College – Computer Instructor & Lab Manager**
- **University of Hawaii – Computer Lab Manager**
- **Hawaii Loa College – Computer Instructor**
- **Peace Corps Fiji – Science teacher**

## **Education**

**PhD in Information Science, awarded Fall 1997**

**University of North Texas**

Dissertation: Three-dimensional Information Space: An Exploration of a World Wide Web-based, Three-dimensional, Hierarchical Information Retrieval Interface Using Virtual Reality Modeling Language.

**Areas of Study:** Computer Science, Human Factors, Cognitive Science.

**Masters of Education in Secondary Science Education**

**University of Hawaii**

**Bachelor of Science in Biology**

**University of Hawaii**