# LANCE ROMANOFF

Los Angeles, CA 90034

ljr@ljonn.com | www.ljonn.com

LinkedIn

---

## UX DESIGNER / FRONT-END DEVELOPER

Innovative UX designer and accessibility-focused front-end developer with over 20 years of experience translating user needs into intuitive, high-performance digital experiences. Specializes in user-centered design, accessibility compliance (Section 508/WCAG), design systems, and prototyping. Proven track record in enterprise-scale applications, rapid prototyping, and cross-functional collaboration.

---

## CORE SKILLS

- UX Design & Research
- Accessible Design (WCAG 2.1, Section 508)
- Design Systems / Style Guides
- Rapid Prototyping
- Interaction & Visual Design
- Front-end Development (HTML5, CSS3, JavaScript, TypeScript, Angular, React, Svelte)
- Usability Testing & Auditing
- Figma, Storybook, Photoshop
- Assistive Technology Testing (JAWS, ZoomText, axe DevTools)

---

## SELECTED EXPERIENCE

### Senior Design Technologist

First American Financial – Los Angeles, CA | Apr 2021 – Dec 2023

- Led UX consultation and front-end execution for enterprise-wide design system.
- Collaborated with designers to translate UX specs into reusable components.
- Provided accessibility reviews and usability feedback across development teams.
  **Technologies:** Figma, Storybook, Angular 15, TypeScript, SCSS, WCAG

### UX/Web Consultant (Freelance)

Self-employed – Los Angeles, CA | 1999 – Present

Clients: Fidelity, Jack Morton, Cramer Health, Cramer, Bank of America

- Delivered UX design audits, wireframes, prototypes, and accessibility reports.
- Built and tested responsive, accessible interfaces for desktop and mobile.
- Partnered with product teams and agencies to consult on user experience strategy.
  **Technologies:** HTML5, CSS3, SCSS, Angular, React, Ionic, Figma, Sitecore, Storybook

### UX Designer / Front-End Mobile Developer

General Dynamics Information Technology – Los Angeles, CA | Mar 2019 – Mar 2020

- Designed and implemented accessible mobile and web interfaces for a federal financial aid application platform used by students across the U.S.
- Collaborated with cross-functional teams to develop yearly app versions for iOS and Android using Angular and Ionic, with a strong emphasis on WCAG/Section 508 compliance.
- Conducted usability reviews, consulted on user flow improvements, and ensured performance benchmarks were met across devices and assistive technologies.
  **Technologies:** HTML5, CSS3, SASS, JavaScript, TypeScript, Angular 7, Ionic 4, jQuery, REST APIs, JSON, Git, WCAG/Section 508, deque axe DevTools, Wave evaluator

### UX Advisor & Tech Lead

CVS Health – Los Angeles, CA | Nov 2016 – Aug 2018

- Led UX-focused front-end rebuilds across multiple CVS brands.
- Acted as technical and accessibility lead during the design and QA process.
- Consulted on pattern library and visual consistency across products.
  **Technologies:** Angular 2/4, SCSS, HTML5, Javascript, TypeScript, Photoshop, Sketch

### UX Designer / Front-End Developer

Aquent – Boston, MA | Jul 2016 – Nov 2016

- Contributed UX strategy and high-fidelity prototypes for the redesign of aquent.com, focusing on responsive behavior, accessibility, and content clarity.
- Partnered with design and strategy teams to refine user flows, simplify IA, and ensure WCAG-compliant interfaces across all screen sizes.
  **Technologies:** HTML5, CSS3, SASS, jQuery, JavaScript, Foundation 6, Velocity, Git, Photoshop, Section 508/WAI compliance

### UX Designer / Developer
Jack Morton Worldwide – Boston, MA | Jul 2015 – Mar 2016

- Delivered UX design and front-end development across multiple client projects including Liberty Mutual, Fidelity Investments, Eaton Power, and Subway Restaurants.
- Created user-focused interactive experiences, including an award-winning mini-site ('Eaton's Desk Toy Decision') that won a 2017 Advertising and Marketing Effectiveness Bronze Medallion.
- Designed and implemented HTML canvas-based interactive kiosks and animated menu systems with accessibility and performance as core priorities.
  **Technologies:** HTML5, CSS3, SASS, JavaScript, jQuery, node.js, Canvas API, REST APIs, SVN, Photoshop, Section 508/WAI compliance

### Information Design Accessibility Specialist
Brandeis University – Boston, MA | Jan 2015 – Jun 2015

- Reviewed and tested university systems for Section 508 compliance.
- Educated stakeholders on best practices in universal design.
- Guided UX decisions during redesign of university website.
  **Technologies:** HTML5, CSS3, jQuery, axe DevTools, ZoomText, JAWS

### UX Designer / Developer
Blue Cross Blue Shield of Rhode Island – Providence, RI | Apr 2013 – Nov 2013

- Created wireframes, A/B tests, and UX documentation for member site redesign.
- Developed new components using accessibility-first development workflows.
  **Technologies:** HTML5, CSS3, JavaScript, Photoshop, JSP

---

### EARLIER ENGAGEMENTS

UX / Front-End Roles at Houghton Mifflin Harcourt, GTECH, Hasbro, Digitas, Beam Interactive, Deloitte, State Street, SmartBargains, among others.

---

### EDUCATION

University of Michigan
*UX Research and Design Certificate*

Boston University & Providence College

*Philosophy*

---

## PROFESSIONAL AFFILIATIONS

- AIGA (American Institute of Graphic Arts)
- MENSA