Luke Bowerman

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OVERVIEW

Technical Leader with an extensive background as a information architect, user experience designer and front-end developer and with extensive full-stack development experience. Deep knowledge of user experience research & design and extensive product and project management background.

EXPERIENCE

CopsForHire

Vice President of Product December 2016 - Present
Provide strategic, technical and design leadership to an engineering team of 15.

Lightspeed Retail

Information Architect February 2016 - November 2016
Lead User Experience Designer January 2015 - February 2016
Senior User Experience Designer June 2014 - February 2015
User Experience Designer September 2013 - June 2014
Research, design and develop functional prototypes for new features and improved interfaces throughout Lightspeed Retail (cloud point of sale) and Lightspeed Web Store (e-commerce).

- Key member of long-term product strategy team and detailed user stories for both of the products within my purview. I work with product management team to research customer requirements and regularly work with and visited customers.

- Lead designer for the web-based products at Lightspeed. Use behavioral data, customer interviews, sales and support feedback and internal objectives to help prioritize feature additions and improvements.

- Design initial wireframes and workflows as well as high-fidelity functional prototypes for use in initial customer validation. Once validated I would use prototypes to help understand requirements and workflows as well as looking at solutions to streamline implementation.

- Lead the development of an internal style guide and design pattern library to act as a central point of reference for the design and development teams.

User Experience Developer May 2013 - September 2014

Lead the transition of the MerchantOS product to "Lightspeed Cloud" as well as leading design and user experience for Retail products at Lightspeed.

- Integrated existing code-base, in-progress user-interface refresh project and Lightspeed brand to create a updated user experience for a top-tier, inventory centric web-based point of sale in less than 2 months.

- Responsible for design and implementation including conversion of an extensive collection of stylesheets to a SASS-based CSS framework, converting from a static table-based layout to a responsive tablet-ready experience.

- Reimplemented in-application javascript routing to provide modern navigation controls as well as switching a number of home-grown user-interface behaviors to HTML5 behaviors and controls.

Project Management for Cordova-based iPad App

- Acted as project manager, technical support and back-end developer to support the implementation of a Cordova-based iPad interface to the LightSpeed Cloud product.

- Wrote and designed specifications and acceptance criteria for upgraded user experience for app including integration with platform (iOS) features as well as receipt printers, bluetooth barcode scanners, credit card swipers and inter-application communication.

- Managed the budget, timelines and communications with external consultants to develop that application in under 6 weeks from project conception to App-store delivery.

- Prioritized feature roadmap as well as implementing web application services to support tight integration of native and web-based feature-set.

Other Responsibilities

- Coordinated transition of marketing and support web sites from a stand-alone organization to a product-line component of the larger organization – helped former MerchantOS designers and content-authors prioritize tasks.

- Provided advice regarding and implemented alterations to company's static-content generation framework (Middleman) as well as updating javascript functionality to meet new product needs.

MerchantOS (Acquired by Lightspeed May 2013)

COO / Front-End Lead May 2010 - MAY 2013

Member of 3-person agile-development team responsible for front and back-end development of a complex retail point of sale serving thousands of retail locations. Redeveloped company brand and key marketing initiatives that drove growth from ~450 to 2400+ retail locations in less than 3 years.

Product Development
- Key contributor to the design and implementation of the company's public API – a RESTful API that provides XML and JSON access to over 100 unique object types available within the MerchantOS platform. Helped to develop a in-house MVC platform that powered the API on top

of the company's existing code-base. Developed a consistent unit-testable interface that provide a migration path to updated data-storage and business logic infrastructure in the long term.

- Addressed hundreds of small bugs, fixes and features across all areas of the code base as a core contributor.

- Developed specifications, workflows, user-interface design and API end-points for two native iOS applications – one to provide a simple mobile-sales application and another to easily conduct in-store inventory counts utilizing only a mobile device.

- Hired and directed outside contractor to develop and deliver iOS applications via the Apple AppStore. Managed timelines, budget and communications between external contractor, engineering and support teams.

- Assisted in transition from company-owned and managed servers to AWS-based services including EC2, S3, SQS and DynamoDB.

Marketing & Brand

Redeveloped corporate identity, brand and information architecture including company's marketing web site, trade-show presence, print and marketing materials. Lead initiative to retain branding specialist to further develop brand and media presence to establish company as leader in the POS space and customer loyalty.

- Moved the company from a difficult to update and non-performant Wordpress-based web platform to a responsive, low latency publishing platform utilizing Middleman, a Ruby-based static content publishing framework. Platform switch cut average page-load times drop from ~3.4 seconds to sub-1 second page loads for static pages and ~1.5 second for dynamically generated blog content.

- Redeveloped online customer acquisition and retention strategy helping to drive year-over-year growth of nearly 75% per year during my 3-year tenure.

- Helped to redesign customer sign-up and on-boarding procedures to better focus customer-acquisition and retention doubling the company's monthly sign-ups.

- Worked with outside experts to optimize SEO and online-advertising opportunities to significantly increase traffic, sign-ups and customer conversation rates. Successfully launched a retargeting campaign that was directly tied to a nearly 15% in customer sign-ups in a single month.

- Redeveloped online support presence to provide user instruction and documentation on a responsive platform that was easily editable by the on-staff support team.

WILD COW STUDIOS

Consultant   1999 - 2012*

Developed, managed and serviced a portfolio of over 50 consulting clients providing a variety of services from technical consulting, design and solutions development.

*   *Full-time between April 2008 - May 2010*

Evergreen State College

CMS Specialist 2006 - April 2008

Administered state-regulated RFP process to acquire and implement an enterprise-wide content management system (CMS). Additionally developed key business-process applications as well as visually styling a variety of on-campus applications.

Generation Yes Corp.

Web Operations Director 2004 - 2006

Provided strategic direction, design and development for the company's extensive set of curriculum delivery and project based learning tools.

Olympia School District

Web & Solutions Developer 2002 - 2005

Developed applications to streamline District processes and procedures and made District and early leader in self-service web-publishing for public schools.

bigchalk.com New York, NY

Technical Lead 2000 - 2001

Lead development of a project-based learning management system and content distribution tool-set for K-12 schools.

Technical Skills

- Extensive experience with Adobe CS Suite, Sketch and a variety of other desktop publishing and design software.

- Back-end: Perl, PHP, Ruby/Ruby on Rails (0.x – 3.x series), node.js

- Front-End: HTML (XHTML, HTML5, etc.), XSL, CSS (SASS, Less, Stylus), Grunt, Gulp

- Evaluating and developing applications using a variety of Javascript libraries and frameworks including jQuery, Backbone.js, Underscore, AngularJS, Ember.js and React.

- RDBMs: MySQL, Postgresql, MSSQL Server, Oracle), RDS

- Memcache, DynamoDB, Sphinx, ElasticSearch

- Extensive experience in design and building networks and deploying server infrastructure utilizing open source technologies including Apache, Chef, Nginx, MySQL, Ruby on Rails, PHP, NFS.

- Experience building and deploying services via both Amazon Web Services and the Heroku platform as well as traditional non-managed hardware.