

Jason Roeckle

UX Engineer Leader

ABOUT

Over the course of my 15+ years working in tech, I've made a home for myself in the unique space between UX/UI design and software development. I excel at and find joy in assembling teams that build bridges between these disciplines.

Throughout my career, I have been privileged to work with organizations such as The Walt Disney Company, Twitter, ESPN, Warner Brothers, Carl's Jr, Underwriter Laboratories, The United States Department of Energy, Marvel Comics, and ABC News. I look forward to learning how I can help build the UX Engineering discipline at your organization.

CONTACT

EMAIL

jason.roeckle@gmail.com

PHONE

+1 484 345 0156

WEB

www.jasonroeckle.com

TECHNICAL SKILLS

WEB

JavaScript / TypeScript
CSS3 / SCSS / postCSS
React.js / Next.js
HTML5

MOBILE / TABLET / TV

Swift UI
Kotlin

TOOLING

Figma / Sketch
Figma Plugin Development
Sketch Plugin Development

EDUCATION

MS, Computer Information Science

La Salle University
Philadelphia, PA
2007-2010

BA, Digital Arts and Multimedia Design

La Salle University
Philadelphia, PA
2003-2007

Study Abroad

Sophia University
Tokyo, Japan
2006

Jason Roeckle

EMAIL

jason.roeckle@gmail.com

EXPERIENCE

UX and Frontend Engineering Lead, ESnet | 2023 - Present

LAWRENCE BERKELEY NATIONAL LABORATORY

UI and UX lead for the ESnet organization inside the Lawrence Berkeley National Laboratory run by the United States Department of Energy (DOE).

- Wrote software that provides advanced networking services to more than 50 DOE research sites, including the entire national laboratory system, its supercomputing facilities, and its major scientific instruments.
- Centralized UX and UI efforts in the organization.
- Lead creation of the divisions first design system Packets using a design token foundation approach.
- Lead design and programming replacing several decades old applications with modern tooling, UX, and visuals.

Senior Manager, UX Engineering | 2021 - 2022

TWITTER, INC

Managed a team of UX Engineers responsible for high fidelity prototyping and design system support at a large, well known social media network, currently known as X.

- Worked with design leadership to centralize UX Engineering under one team in the organization.
- Reduced known accessibility issues in our design system components by 80%.
- Created generative-ai data workflows to replace the use of real private data in user testing workflows.

Senior Manager, UX Engineering | 2017 - 2021

THE WALT DISNEY COMPANY

Lead an award winning team of hybrid front-end engineers and designers that tackled prototyping and design system development across multiple brands, and multiple platforms.

- Produced high fidelity prototypes with aggressive timelines for user testing, creative discovery, patent acquisition, and stakeholder pitches.
- Supported multiple business units of the Walt Disney Company including but not limited to Disney+, ABC Television, ESPN, FX, DisneyNOW, ABC News, Marvel Comics, National Geographic, and Disney.com.
- Worked closely with traditional UI and UX designers to iterate on new features and brainstorming solutions.
- Built experiences using Swift, Kotlin, Java, and ReactJS for iOS, iPadOS, tvOS, Android, FireTV, and Web.
- Provided support to production engineering teams by contributing complex UI solutions.
- Assisted in creating Disney's first design system, Prism.
- Ideated on emerging technologies and how they could be leveraged by our partner brands and lead projects executing on those concepts.
- Mentored direct reports on technical skills and career paths.

Jason Roeckle

EMAIL

jason.roeckle@gmail.com

EXPERIENCE (CONTINUED)

Senior Design Developer | 2014 - 2017 THE WALT DISNEY COMPANY

Lead a team of hybrid front-end engineers and designers that tackled prototyping and design system development across multiple brands, and multiple platforms.

- Advised partner teams in Product, Design, and UX Teams with technical expertise.
- Architected, designed, and maintained reusable frameworks and libraries to enable rapid iteration on high fidelity prototyping.
- Advised Product, Design, and UX Teams with technical expertise.
- Assisted Production Engineering Teams with refining, debugging, and reviewing production deliverable code.
- Contributed to ideas in brainstorming for product enhancement and development.
- Interpreted product and design requirements for high fidelity prototypes, while anticipating and working within project constraints.
- Helped QA, debug, and repair production UI issues.

Senior Web Engineer | 2012 - 2014 MIDNIGHT OIL CREATIVE

Lead front-end web development for multiple clients at a digital agency including Square Enix, Ubisoft, Deep Silver, Underwriters Laboratories, and Warner Brothers Pictures.

- Worked with a variety of JavaScript solutions such as MarionetteJS, BackboneJS, SASS, Foundation, Socket.IO, and CreateJS.
- Mentored Junior Frontend Developers.
- Created interactive kiosks and display experiences using WPF, C#, and Unity.
- Helped contribute to award winning projects

Tech Lead | 2011 - 2012 72ANDSUNNY INC.

Web Design and Developer | 2007 - 2011 LA SALLE UNIVERSITY

SELECTED AWARDS

2024 RECOGNITION OF EXCELLENCE AWARD

“How to Craft UX Journeys” workshop

2019 DISNEY INVENTOR AWARD

Content Promotion Using a Conversational Agent

2017 WALT DISNEY HACKWEEK PEOPLE'S CHOICE AWARD

Emoji Customizer

2014 GAME MARKETING AWARDS BEST WEBSITE

Saints Row IV - saintsrow.gov

2013 GAME CONNECTION AWARDS BEST MOBILE CAMPAIGN

Tomb Raider Scavenger Hunt

2011 SIM FUTURE LEADER AWARD

The Society for Information Management