JASON ROECKLE

UX Engineer | Burbank, California

ABOUT ME

I've been developing and designing interactive experiences for 15 years. I've been privileged enough to work with major brands such as Twitter, Square Enix, The Walt Disney Company, Sonos, ESPN, Underwriter Laboratories, Warner Brothers, Carl's Jr, Marvel Comics, and ABC News.

Throughout my career, I've developed teams and products for award-winning experiences on a variety of platforms, including but not limited to, iOS, tvOS, Android, FireTV, and responsive web.

EXPERIENCE

SENIOR MANAGER UX ENGINEERING .... 📍 LOS ANGELES, CA

2021–Current | Twitter Inc.
- Manage a horizontal support team of UX Engineers.
- Produced high fidelity prototypes for qualitative and quantitative research.
- Maintain production design systems codebases in web, iOS, and Android.
- Train and mentor direct reports.
- Built tooling to help designers build, track, and measure the impact of several design systems.
- Create Figma plugins to accelerate design pipelines.

SENIOR MANAGER UX ENGINEERING .... 📍 BURBANK, CA

2017–2021 | The Walt Disney Company
- Served as acting Director of Design Services overseeing production design, UX Engineering, and motion design.
- Led a team of hybrid front-end engineers and designers as they tackle multiple projects, across multiple brands, and multiple platforms.
- Produced high fidelity prototypes with aggressive timelines for user testing, creative discovery, patent acquisition, and stakeholder pitches.
- 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.

TECHNICAL SKILLS

- JavaScript ES 5.5 and up
- SCSS/SASS, CSS3, postCSS
- React.js
- NextJS
- HTML5
- Figma and Sketch Plugin Development
- Swift UIKit - tvOS and iOS
- SwiftUI
- Kotlin - Android/FireTV

SOFTWARE

- Sketch
- Figma
- Photoshop
- PaintCode

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

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EXPERIENCE CONTINUED

SENIOR MANAGER UX ENGINEERING (CONTINUED) . ⦿ BURBANK, CA

- Provided support to production engineering teams by contributing complex UI solutions to production codebases.
- Ideated on emerging technologies and how they could be leveraged by our partner brands and lead projects executing these concepts.
- Mentor direct reports on technical skills and career paths.
- Supported multiple business units of the Walt Disney Company including but not limited to ABC Television, ESPN, FX, DisneyNOW, ABC News, Marvel Comics, National Geographic, and Disney.com.
- Advised partner teams in Product, Design, and UX Teams with technical expertise.
- Helped QA, debug, and repair production UI issues.
- Architected, designed, and maintained reusable frameworks and libraries to enable rapid iteration on high fidelity prototyping.
- Assisted in creating Disney's current design system

SENIOR DESIGNER DEVELOPER .... ⦿ BURBANK, CA

2014–2017 | Walt Disney ABC Television Group
- Led high fidelity prototyping projects while leveraging industry best practices and emerging tech trends for the American Broadcast Company, Oscars, Disney Channel, Disney XD, and Disney JR.
- Created experiences for iOS, tvOS, Android, FireTV, and web with Swift, Kotlin, and ReactJS.
- 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 brainstorms for product enhancement and development.
- Interpreted product and design requirements for high fidelity prototypes, while anticipating, and working within project constraints.

SENIOR WEB ENGINEER .... ⦿ BURBANK, CA

2012–2014 | Midnight Oil Creative
- Led 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.
- Assisted with the backend development team working in NodeJS/Express and PHP/Laravel when needed.
- Mentored Junior Frontend Developers.
- Created interactive kiosks and display experiences using WPF, C#, and Unity.

RECENT AWARDS

2022
PEOPLE'S VOICE WINNER
The Webby Awards

Marvel Unlimited

2022
PEOPLE'S VOICE WINNER
The Webby Awards

National Geographic iOS App

2019
DISNEY INVENTOR AWARD
Walt Disney Direct-to-Consumer & International

Content Promotion Using a Conversational Agent

2017
LEADERSHIP AWARD
Walt Disney ABC Television Group Digital Media Awards

2017
PEOPLE'S CHOICE AWARD
Walt Disney ABC Television Hack Week

Emoji Customizer

2014
BEST WEBSITE FOR A PRODUCT
Game Marketing Awards

Saints Row IV - saintsrow.gov

2013
BEST MOBILE CAMPAIGN
Game Connection Awards

Tomb Raider Scavenger Hunt

2011
SIM FUTURE LEADER AWARD
The Society for Information Management

EXPERIENCE CONTINUED

TECH LEAD .... ⚲ **LOS ANGELES, CA**

2011–2012 | 72andSunny Inc
- Led a small team of front-end web development for multiple clients including but not limited to Activision/Blizzard, K-Swiss, Carls Jr, Sonos, and Fiat USA
- Participated in creative brainstorming for pitches.
- Helped debug and prioritize bugs.
- Assisted with Android development.
- Assisted with Ruby on Rails backend development.
- Researched and recommended frameworks and other solutions.
- Provided mentorship for JavaScript development.

WEB DESIGNER / DEVELOPER ....⚲ **PHILADELPHIA, PA**

2007–2011 | La Salle University
- Designed and developed all University websites for all programs.
- Managed roadmap of features and new web experiences for the University.
- Met with stakeholders and department leads to determine web presence needs.
- Migrated University web presence from hardcoded content to a modern content management system.
- Taught as a substitute teacher for basic web development courses.

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