

## LANCE ROMANOFF

UX writer | Accessibility Specialist | Front-End Developer | UX designer

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### SUMMARY

Senior UX Designer, accessibility-focused Front-End Developer, and UX writer with over 20 years of experience building intuitive, inclusive, and scalable digital products. Deep expertise in design systems, WCAG/508 compliance, responsive web development, rapid prototyping, and UI/UX integration. Proven success across enterprise, agency, and freelance environments.

### CORE COMPETENCIES

UX Design • Accessibility (WCAG 2.1 / Section 508) • Responsive Design • Design Systems • Interaction Design • HTML5 • CSS3 • JavaScript • TypeScript • Angular • Vue • React • Svelte • Lit • Prototyping • Figma • Storybook • Assistive Tech Testing (JAWS, ZoomText, axe DevTools) • Cross-Functional Collaboration • Performance Optimization

### PROFESSIONAL EXPERIENCE

Accessibility Engineer | Onward Accessibility, Los Angeles, CA | Oct 2025 - Present

- Diagnosed and repaired accessibility errors in several legacy enterprise applications in React and SASS.
- Performed accessibility audits and WCAG evaluations using axe DevTools, Wave, and JAWS.

UX/Web Consultant (Freelance) | Self-Employed | Oct 1999 – Present

- Delivered UX strategy, prototypes, and accessible UI development for clients including Fidelity, Jack Morton, Cramer, and WebGizmo.
- Designed and built WebGizmo.com end-to-end using HTMX and SASS; authored interface and site content.
- Built component library in Lit for Jack Morton Worldwide
- Built component library in React for AMOpportunities
- Consulted on responsive behavior, semantic structure, user flow improvements, and accessibility best practices.
- Performed accessibility audits and WCAG evaluations using axe DevTools, Wave, and JAWS.

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

- Led UX design and front-end execution for enterprise-wide Angular design system.
- Built and maintained reusable components with SCSS, Storybook, and TypeScript.
- Performed accessibility audits and usability reviews across multiple teams.
- Supported integration of Figma prototypes with Storybook workflows.

UX Designer / Front-End Developer | General Dynamics Information Technology | Mar 2019 – Mar 2020

- Designed and implemented WCAG-compliant mobile/web interfaces for federal student aid platform.
- Built apps in Angular and Ionic for Android/iOS with emphasis on performance and accessibility.
- Conducted usability testing with assistive technology tools including axe DevTools and Wave.

UX Advisor & Tech Lead | CVS Health | Nov 2016 – Aug 2018

- Led accessible UX redesigns across CVS brands including CVS.com and Omnicare.com.
- Created pattern libraries and reusable Angular components for enterprise teams.

- Collaborated with design and QA teams to ensure WCAG compliance and functional parity across platforms.
- Mentored junior developers and participated in product planning sessions.

UX Designer / Developer | Aquent | Jul 2016 – Nov 2016

- Contributed responsive prototypes and UX strategy for aquent.com redesign.
- Focused on accessibility, IA simplification, and component consistency.
- Built modular front-end assets using Foundation, SASS, and Git.

UX Designer / Developer | Jack Morton Worldwide | Jul 2015 – Mar 2016

- Designed and built interactive campaigns and kiosks for clients including Subway, Eaton, and Liberty Mutual.
- Created award-winning mini-site "Eaton's Desk Toy Decision" recognized for digital effectiveness.
- Developed HTML canvas interfaces, animation, and kiosk interaction systems.

Information Design Accessibility Specialist | Brandeis University | Jan 2015 – Jun 2015

- Reviewed and tested systems for Section 508 compliance and universal design.
- Educated internal teams on assistive tech and accessibility standards.
- Supported the redesign of the university's main site and digital classroom tools.

Senior Web Engineer | Houghton Mifflin Harcourt | Apr 2014 – Jan 2015

- Rebuilt flagship ecommerce site for HMH using Foundation, SASS, and Sitecore.
- Collaborated across design/dev teams to implement UX upgrades and new features.
- Advised on accessibility and mentored junior developers.

Consultant Web Developer | GTECH S.p.A. | Nov 2013 – Apr 2014

- Built HTML5/CSS3-based responsive prototypes for gaming industry platforms.
- Translated visual designs into new site features using jQuery and Bootstrap.

## **EARLIER EXPERIENCE**

Held UX and front-end roles with Hasbro, Digitas, State Street, SmartBargains, Deloitte, and others. Led projects in responsive site rebuilds, cross-platform prototyping, design consulting, and accessibility-first development in enterprise and creative agency settings.

## **EDUCATION**

University of Michigan – UX Research and Design Certificate

Boston University & Providence College – Philosophy

## **PROFESSIONAL AFFILIATIONS**

AIGA (American Institute of Graphic Arts), IAAP (International Association of Accessibility Professionals), MENSA