

# Portfolio

Product Screenshots

Steve Moore

Note: These products are not on public-facing web sites, so screenshots were required to produce these visuals.

# Joingo

»» Joingo, LLC  
Feb 2014 – Apr 2016

I was a senior JavaScript UI developer for a browser-based Mobile Brand Engagement and Marketing enterprise application, using the ExtJS UI framework. I used Sencha Architect (a WYSIWYG IDE) in order to rapidly prototype and implement complex UI layout and interaction.

# Home Page

Sole responsibility for the design and development for these three applications, written in JavaScript using ExtJS UI libraries and Sencha Architect as the IDE.

Responsible for helping to enhance and maintain these.

Responsible for helping to enhance and maintain these.



# Promotions App

Sole responsibility for the design and development of a tool that allows customers to manage promotions sent to patrons' mobile devices.

Categories ◀ Promotion Group - Active: Gaming\*

★ Active\* + Add + Insert + Duplicate + Save As Draft - ↑ ↓ ★ Move To Active

List Image Title Expiration # Viewed

<input checked="" type="checkbox"/>		Paycheck Pay Day	2016-12-31 11:45 pm	20
<input type="checkbox"/>		Multipliers	2016-05-25 11:45 pm	20
<input type="checkbox"/>		Birthday Slot Tournament	2016-12-25 11:45 pm	30
<input type="checkbox"/>		Bingo Specials	2016-04-30 11:45 pm	20
<input type="checkbox"/>		Flower Power Pull Tabs	2016-04-30 11:45 pm	30
<input type="checkbox"/>		\$10,000 Flower Power Team...	2016-04-30 11:45 pm	30

Total: 8 ✔ # Valid: 8 ✘ # Invalid: 0 Published: 2016-03-31 4:43 pm

Logged in as: smooore to: [Logout](#) | [Change Property](#) | [Online Help](#)

Details

Title:

Description:

Starting:   Start at specific time

Expires:

Sharing:  Include a share button on this promotion

List View image:

Details View image (optional):

# Locations App

Sole responsibility for the design and development of a tool that allows customers to manage their customer's locations.

The screenshot displays the 'Locations App' interface. At the top, there is a navigation bar with a logo, the title 'Locations', and user information: 'Logged in as: smoore to: Logout | Change Property | Online Help'. Below the navigation bar are three buttons: '+ Add', 'Duplicate', and '- Delete'. The main area is divided into two sections. On the left is a table listing various locations, and on the right is a detailed view of the selected location, 'Orchard Inn'.

Thumbnail	ID ↑	Name	City	State
	12070...	The 101 Club	Central City	IL
	12070...	Orchard Inn	Effingham	IL
	12070...	Triple Lakes Tavern	Dupo	IL
	12070...	Top Shooters	Columbia	IL
	12070...	Teresa's Too	Hindsboro	IL
	12070...	The Black Top	Dieterich	IL
	12070...	Block Tavern	Centralia	IL
	12070...	The Pier, Westport Inn	Lawrenceville	IL
	12070...	Butternut Hut	Springfield	IL
	12070...	Sully's Bar & Grill	Belleville	IL
	12070...	Crehan's Irish Pub	Belleville	IL
	12070...	Panther Paw	Charleston	IL
	12070...	Sandy Ridge Again	Cahokia	IL
	12070...	Anthony's Wild West	Flora	IL
	12070...	Full Throttle Thursdays	Carlinville	IL

The detailed view on the right shows the following information for 'Orchard Inn':

- Location ID: \* 120700153
- Name: \* Orchard Inn
- Owner: [Empty field]
- Phone: (217) 342-9025
- Description: [Empty field]
- Hours: Mon-Sun: 7am-1am
- Active:  Opted into the program
- QR codes:  Supports redemption
- Visible:  Visible in the list (required fields must be supplied)

# Locations – Address Tab

On the Address tab, I included an embedded Google Map so they can easily identify and produce a consistent lat/lon that was then used on the mobile client to indicate to the patron how far away they are. This information was also used to push promotions to patrons that are in close proximity to each establishment.

ate    Details    Address    Links

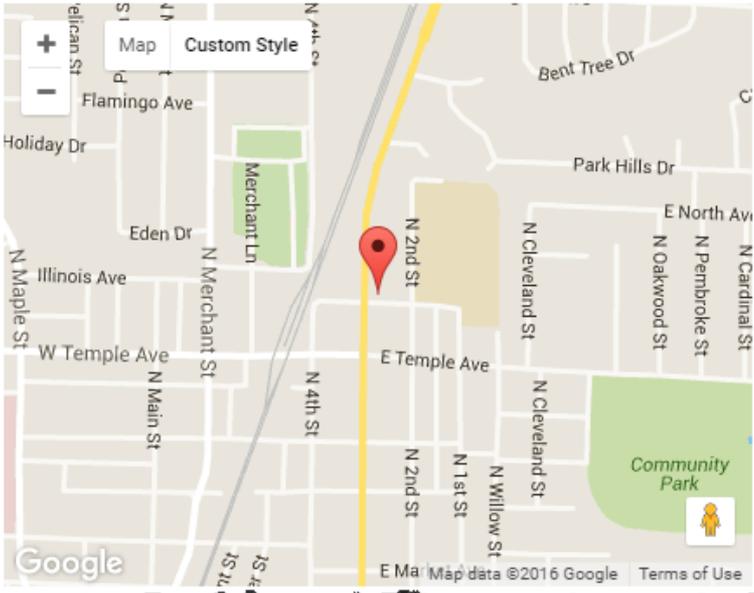
Address: \*    800 N 3rd Street

City/State/ZIP:    Effingham    IL    62401

Latitude: \*    39.12812683

Longitude: \*    -88.54036312

Use for map:  Address     Lat/Lon    Update Lat/Lon



Google    E Ma    Map data ©2016 Google    Terms of Use

# Bonus Challenges App

Sole responsibility for the design and development of a tool that allows customers to manage "challenges", tasks that involve individual goals the patron must achieve in order to earn a reward. It is used to incentivize patrons to more frequently monitor their devices and keep the mobile app running, which also gains them access to promotions and other types of offers.

The screenshot displays the 'Bonus Challenges' application interface. At the top, there is a navigation bar with a logo, the title 'Bonus Challenges', and user information: 'Logged in as: smoore to: Logout | Change Property | Online Help'. Below the navigation bar is a toolbar with buttons for '+ Add', 'Duplicate', 'Delete', 'Activate...', 'Deactivate...', 'Message...', and 'Themes...'. The main content area is split into two panels. The left panel, titled 'Challenges', contains a table with columns for 'Theme', 'Name', 'Active', 'Start', 'End', and 'Sent To'. A single row is visible for 'Winter Challenge' with 'No' in the 'Active' column, start/end dates of '2016-04-23 11:00 pm' and '2016-05-24 11:00 pm', and 'Sent To' as '(All patrons)'. The right panel, titled 'Challenge: New Challenge', has tabs for 'Details', 'Messaging', and 'Goals'. The 'Details' tab is active and contains form fields for: 'Name' (Winter Challenge), 'Reward' (Free Shot Glass), 'Rules' (Complete all goals in this challenge in order to win!), 'Redemption instructions' (See the concierge to redeem your prize.), 'Time to redeem' (48 hours), 'Start' (Sat 2016-04-23 11:00 pm, with 'Start at specific time' checked), 'End' (Tue 2016-05-24 11:00 pm), 'Sent to' ((All patrons)), and 'Theme' (Winter). A preview image of a winter landscape is shown below the 'Theme' field. At the bottom of the interface, a summary bar shows: 'Total: 1 # Active: 0 # Inactive: 1 # Pending: 0 # Expired: 0 # Viewed: 0'.

Theme	Name	Active	Start	End	Sent To
	Winter Challenge	No	2016-04-23 11:00 pm	2016-05-24 11:00 pm	(All patrons)

Challenge: New Challenge

Details | Messaging | Goals

Name: \* Winter Challenge

Reward: Free Shot Glass

Rules: Complete all goals in this challenge in order to win!

Redemption instructions: \* See the concierge to redeem your prize.

Time to redeem: 48 hours

Start: Sat 2016-04-23 11:00 pm  Start at specific time

End: Tue 2016-05-24 11:00 pm

Sent to: (All patrons)

Theme: \*

Winter

Total: 1 # Active: 0 # Inactive: 1 # Pending: 0 # Expired: 0 # Viewed: 0

# Bonus Challenges – Goals Tab

Challenge: New Challenge

Details Messaging **Goals**

+ Add Duplicate - Delete Move Up Move Down

Icon	Name	Summary	Requires
	Enable push notifications	Enable push notifications on your mobile device	
	Enable location services	Enable location services on your mobile device	
	Enter Casino	Come into the casino at any time	Enable location services

**Selected Goal**

Type:

Action:

Requires:

Inter-goal delay:  hours

Start offset:  hours

Name: \*

Summary: \*

Rules: \* You must come into the casino through any of the available entrances in order to complete this goal.

Icon: 

0

This is the Goals section, where operators manage individual goals, as well the order they appear on the patron's mobile device. The properties of each selected goal are displayed below.

# EyeXam

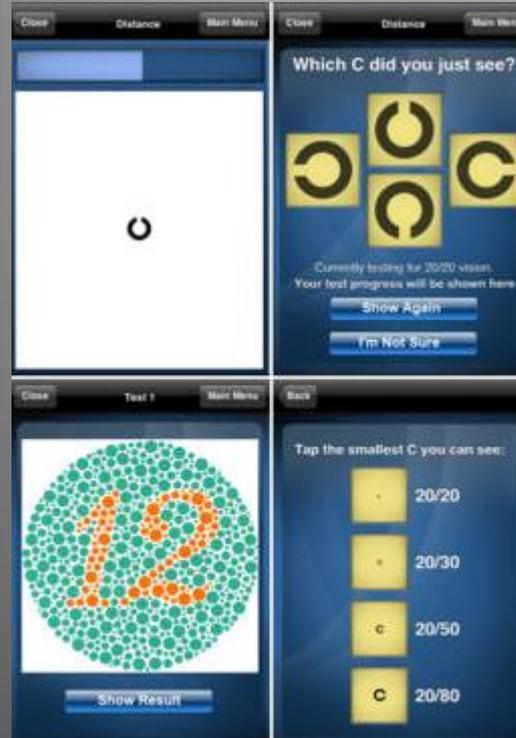
»» Global Eyeventures, LLC  
June 2013 – May 2015

I was product strategist and UI designer on a consulting basis to help with the creation and launch of a new version of their mobile eye health management application.

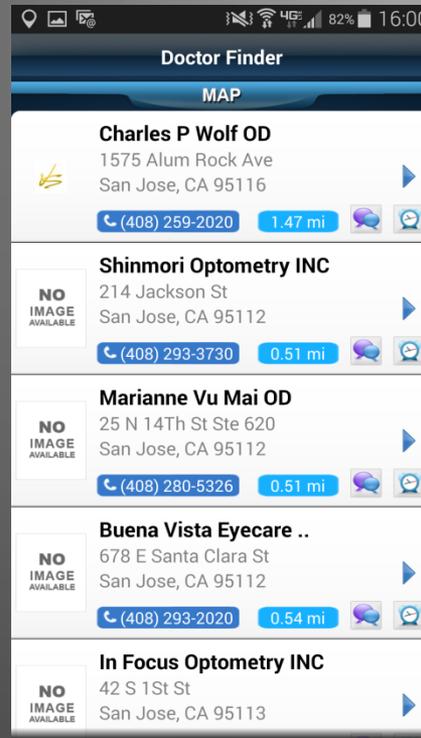
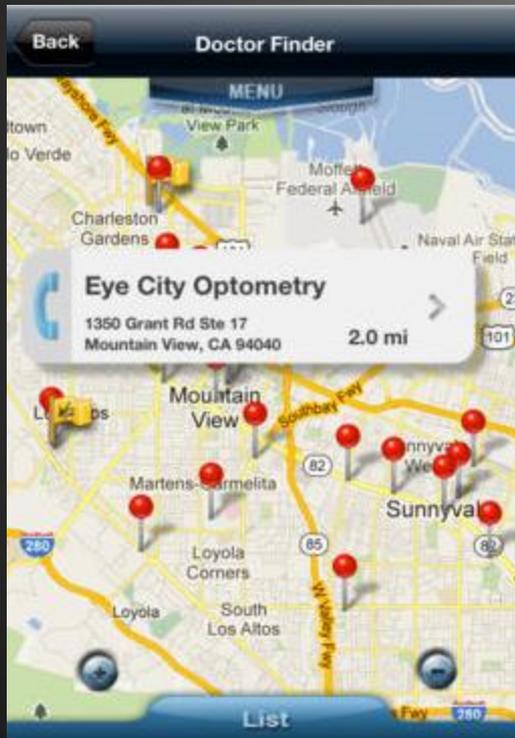
I also designed two individually-branded mobile apps for eye health companies under the Global Eyeventures umbrella, using EyeXam's style and general workflow.

# Screenshots – EyeXam

Helped with layout strategies for different device display densities and usability in several of the major touchpoints.



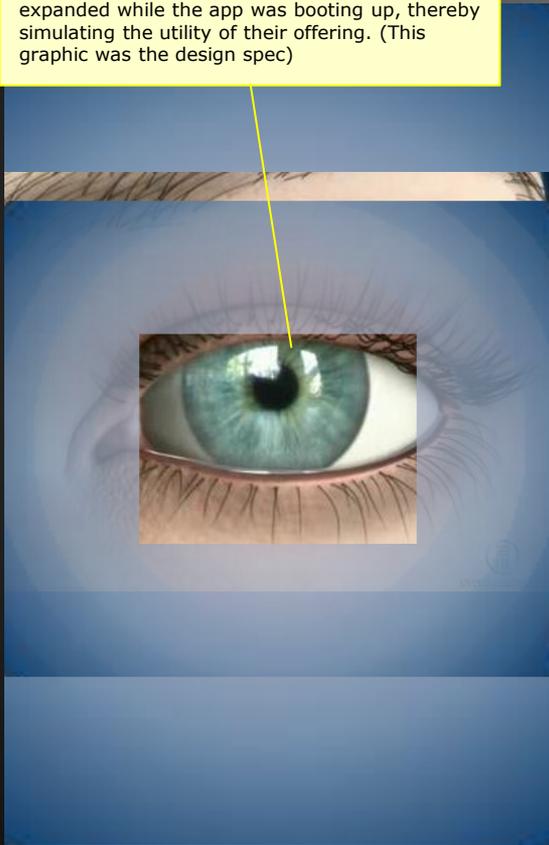
# Screenshots – EyeXam



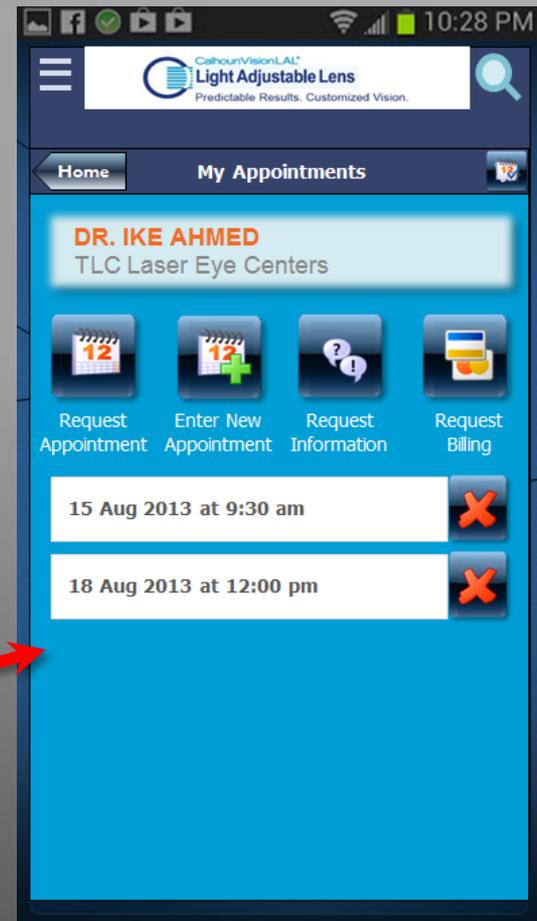
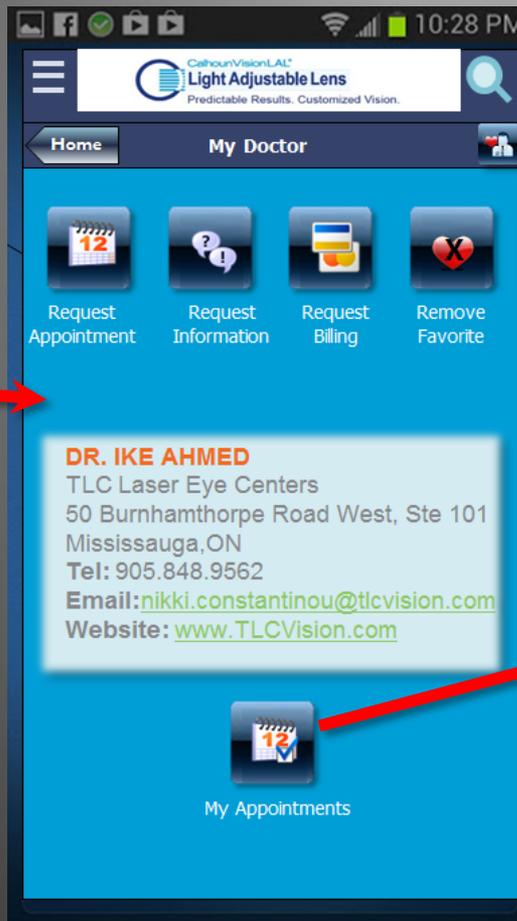
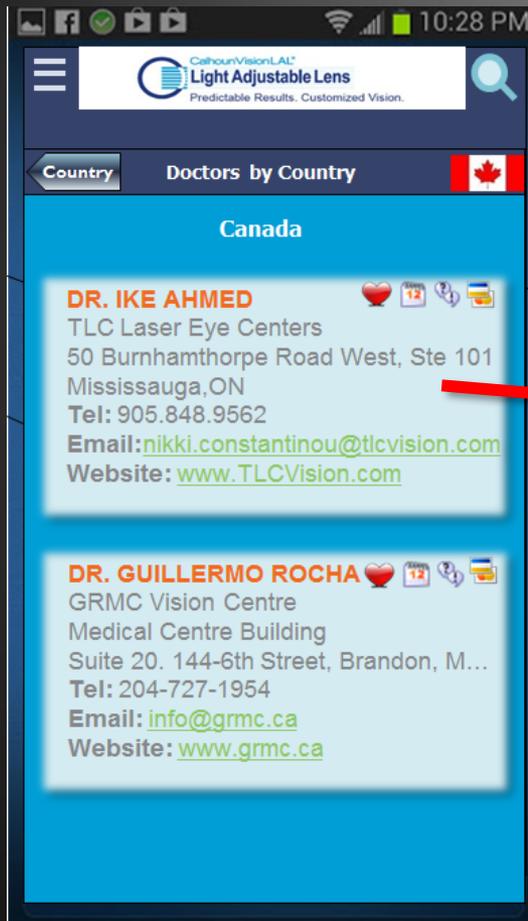
# Screenshots – Calhoun Vision

Their product helped people with cataracts. On the splash screen, the rectangle was actually an oval that started out small and gradually expanded while the app was booting up, thereby simulating the utility of their offering. (This graphic was the design spec)

Designed a custom-branded app for Calhoun Vision, leveraging the content and workflow inherent in their web site. Used some of EyeXam's look-and-feel in order to leverage already-built components.



# Screenshots – Calhoun Vision



# Streamliner

»» Realization Technologies  
Feb 2013 – Feb 2014

I was the product strategist, UI designer, and JavaScript (ExtJS UI) developer on a contractual basis to help with the creation and launch of a new project management application.

See video of Streamliner here: <http://vimeo.com/84638619>

*Note: The overall styling had not yet been implemented when these screenshots were taken. What is displayed was considered temporary until a SASS-based theme could be implemented.*

# Planning

Incorporated the Google Translator widget.

Designed and refined most of the UI elements and interaction in this browser-based, highly-interactive project management application.

Created most of the iconography.

Designed and implemented the Tip Wizard, which walks the user through the available operations in each view.

The screenshot displays a project management application interface. At the top, there is a navigation bar with a 'Select Language' dropdown, a 'Planning: Links' title, and a 'Dev' dropdown. Below this is a toolbar with various icons for saving, reverting, and scheduling. The main area is a task matrix with columns for 'Requirements', 'Design', 'Development', and 'Testing'. The matrix shows various tasks and their dependencies, with some tasks marked with red exclamation points. A 'Milestones' table is visible at the bottom left, and a 'Notes: Scope Item 1' widget is open at the bottom right.

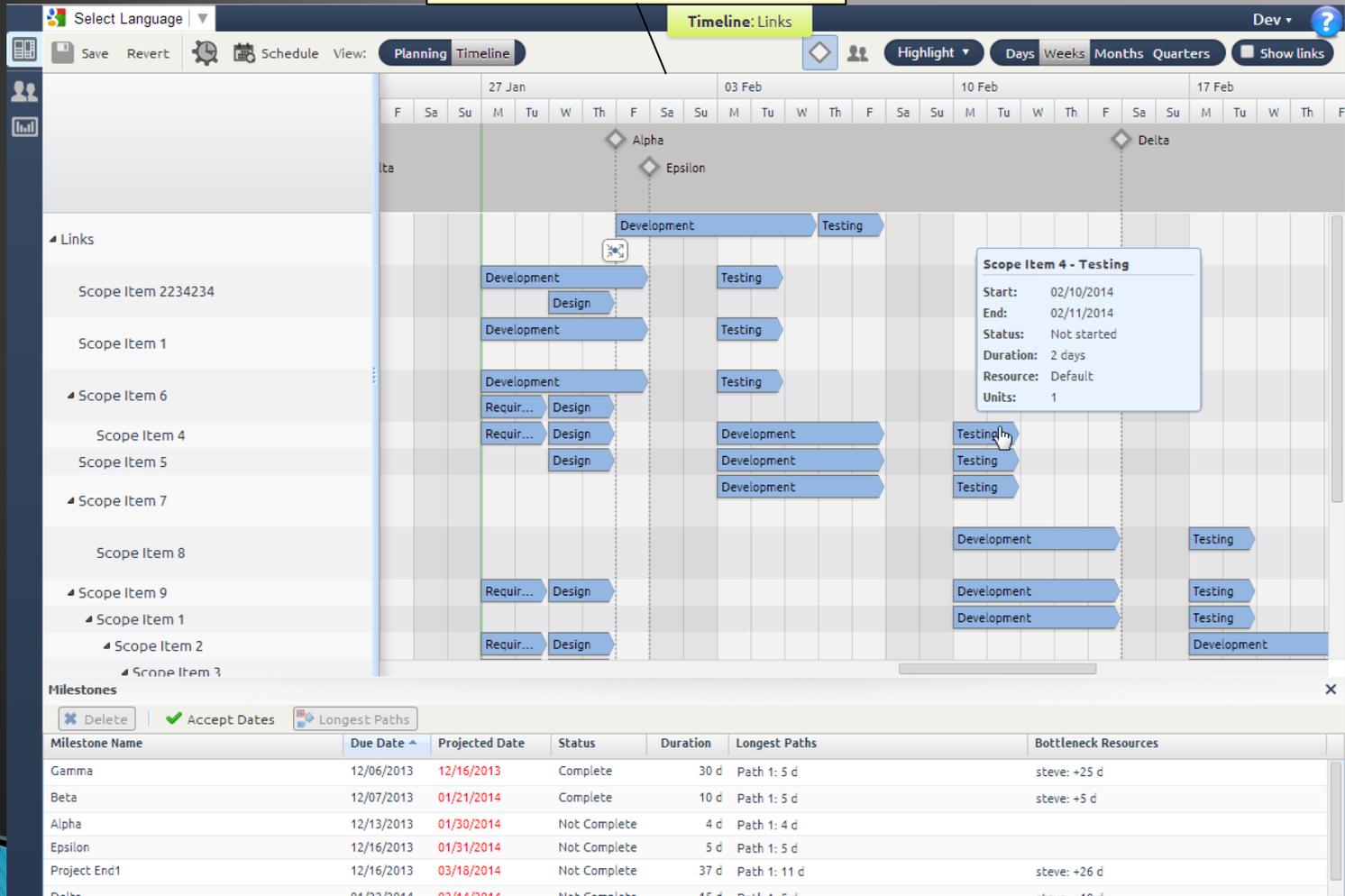
Milestone Name	Due Date	Projected Date	Status	Duration	Longest Paths	Bottleneck Resources
Gamma	12/06/2013	12/16/2013	Complete	30 d	Path 1: 5 d	steve: +25 d
Beta	12/07/2013	01/21/2014	Complete	10 d	Path 1: 5 d	steve: +5 d
Alpha	12/13/2013	01/30/2014	Not Complete	4 d	Path 1: 4 d	
Epsilon	12/16/2013	01/31/2014	Not Complete	5 d	Path 1: 5 d	
Project End1	12/16/2013	03/18/2014	Not Complete	37 d	Path 1: 11 d	steve: +26 d

Designed most and implemented some of the elements in the task matrix. Was responsible for developing the "links" features, utilizing HTML5's surface drawing framework.

Designed the Notes widget which incorporated a rich text editor, thereby providing major functionality at extremely low impact, effort, and cost.

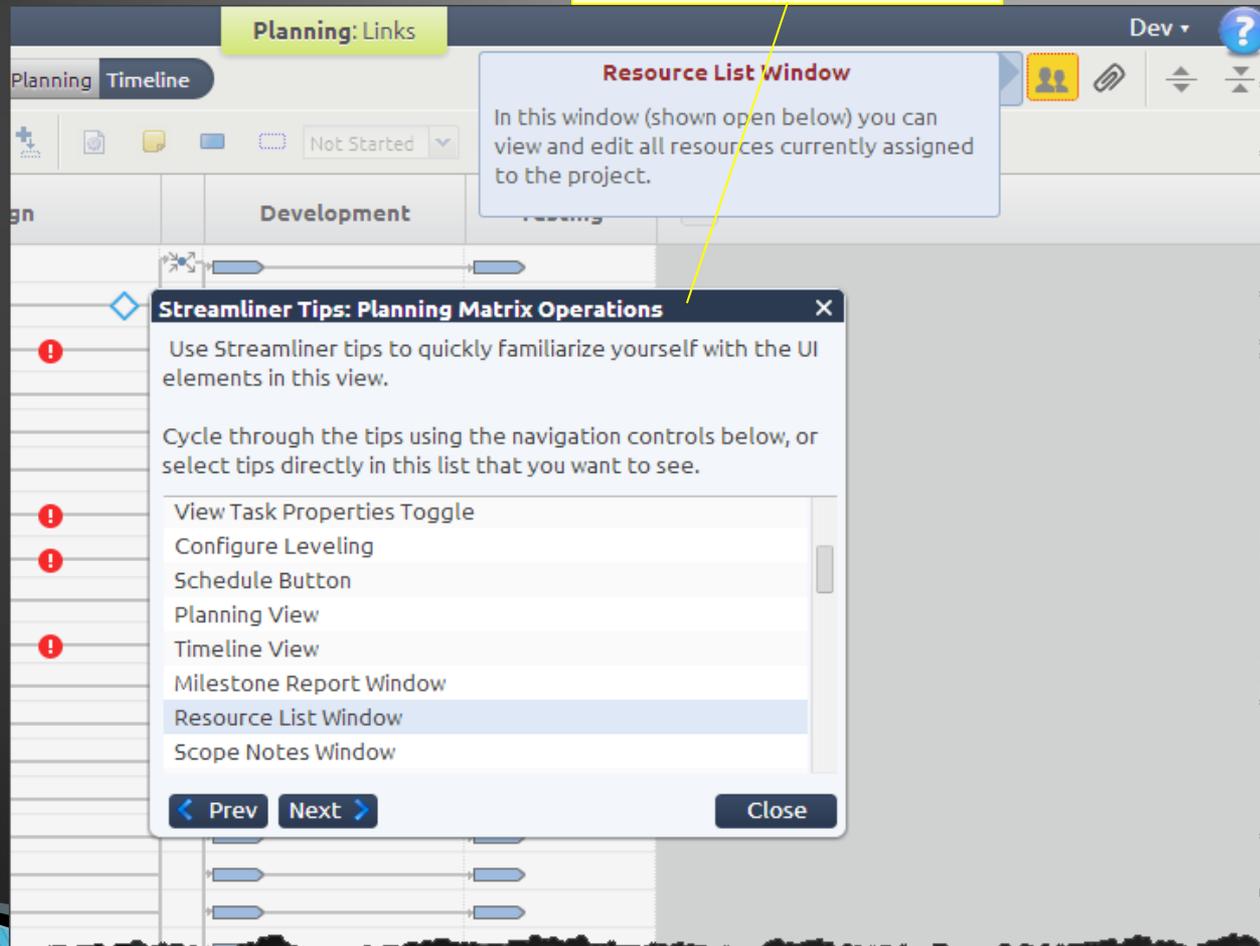
# Timeline

Helped to formulate the high-level design and strategy for rendering tasks in a non-Gantt-like manner.



# Tip Wizard

Designed and developed a type of help that identifies and explains each major UI element in the view, typically for novice users. (Final styling had not yet been determined.)



# NGenius Product Line

»» NetScout Systems, Inc.  
2008 – 2013

I was the corporate-wide Usability Team lead and UI architect for 14 point products, some of which are shown here when they were implemented in Adobe Flex, and some in their migration from Flex to HTML/JS/CSS.

*(Only these screenshots were available online and are not representative of their look-and-feel at the time I left -- they show the Flex versions, not the new HTML versions.)*

# Unified Management Console

Designed the top-level UMC containing multiple categorized touchpoints.

The screenshot shows the nGenius Unified Management Console interface. At the top, there is a header with the Netscout logo and the text "nGENIUS | Unified Management Console". Below the header, a paragraph states: "The nGenius Unified Management Console provides single sign-on access to portions of the nGenius Service Assurance Solution. Use the taskbar or this page to locate and activate the task you'd like to perform." The main content area is divided into three columns: "Analyze", "View", and "Configure".

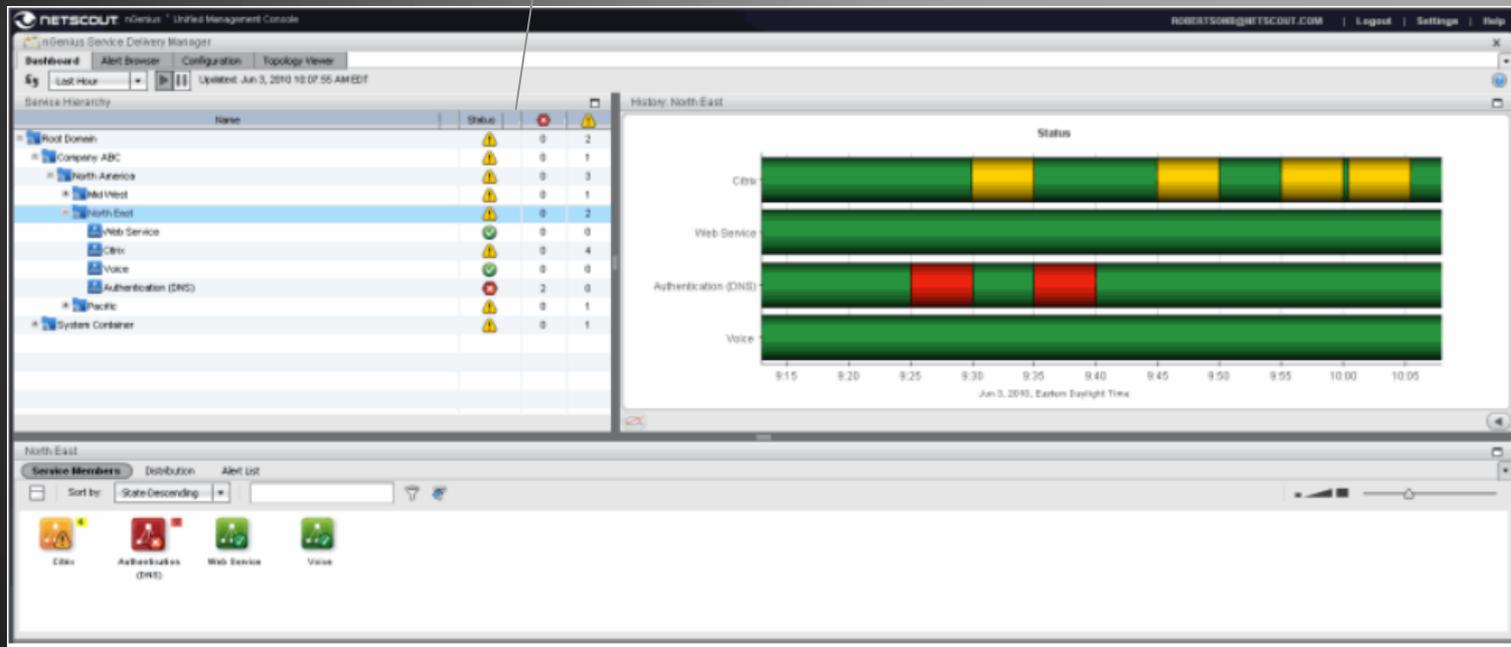
- Analyze**
  - nGenius Service Delivery Manager**: Monitor and visualize service health, identify anomalous behavior, and triage potential issues impacting service delivery.
  - nGenius Performance Manager**: Analyze network and application performance using real-time and historical views; configure and manage nGenius Intelligent Data Sources.
  - Link Analysis**: Analyze selected links for peak performance metrics over a selected time period.
- View**
  - Link Utilization**: Search and view link utilization for physical and virtual interfaces.
  - Reports**: View report instances, NewsPapers, and generate new reports on demand.
  - RSS Feeds**: View information feeds for reports, views, and external RSS resources.
- Configure**
  - Devices**: Configure devices in your nGenius domain.
  - Servers**: Configure and manage servers, users, authentication, databases, and other entities..
  - Reports**: Configure, produce, and distribute on-demand and scheduled reports.
  - Application Definitions**: Create and manage classification schemes for selected applications.
  - Element Groups**

At the bottom of the interface, there is a checkbox labeled "Show Home Page at startup" and a dropdown menu labeled "Arrange modules: By Category".

Helped design the high-level UI and interaction for most of these touchpoints, working closely with each team's UI developers.

# Service Delivery Manager

Designed the 3-pane master/slave hierarchy, along with the detailed information in each panel for monitoring network performance.

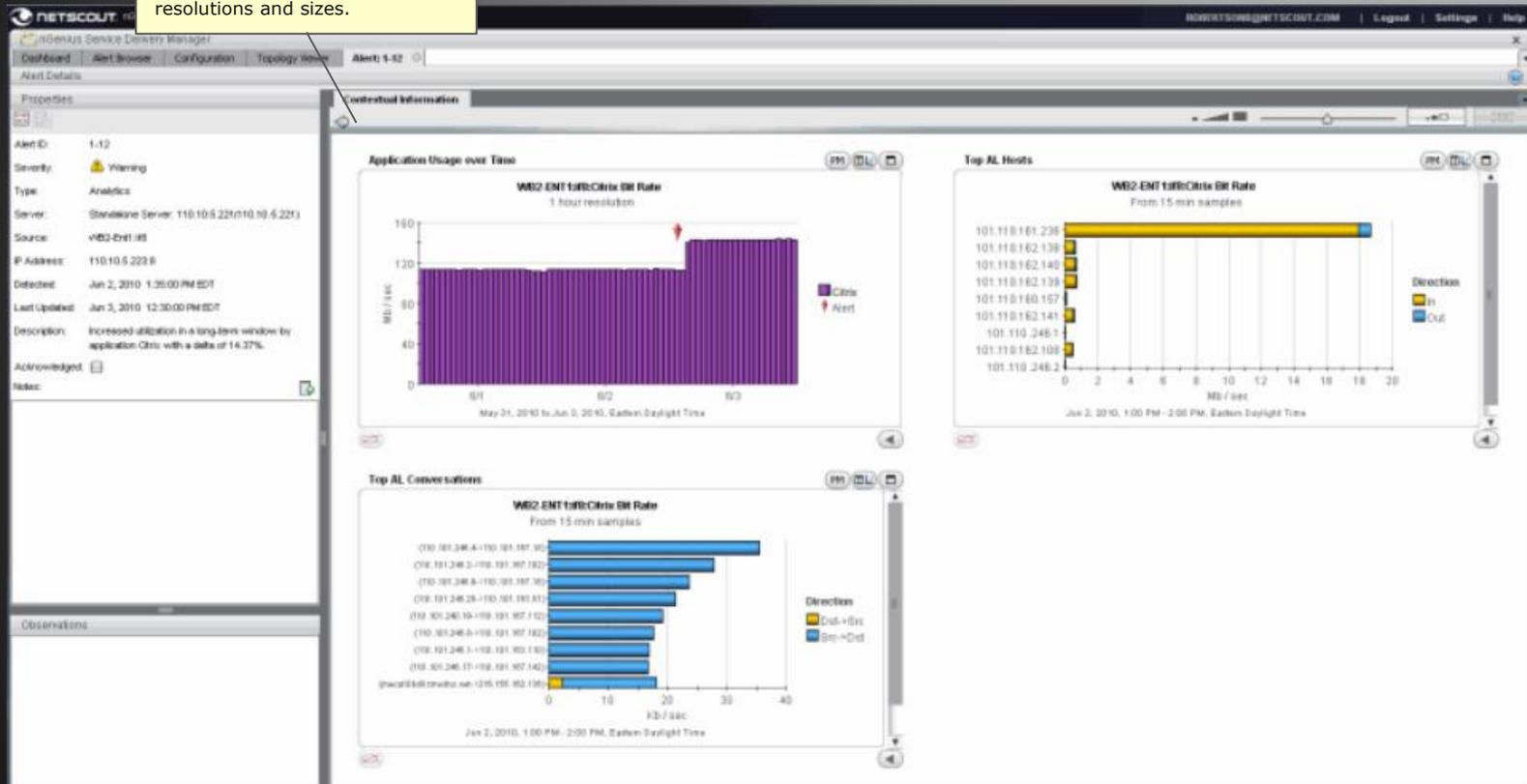


A Flex-based Application

# Service Delivery Manager

## Alert Summary

Designed the liquid layout to maximize information and usability on different screen resolutions and sizes.



A Flex-based Application

# Sniffer Intelligence

»» Network General<sup>1</sup>  
2005 – 2008

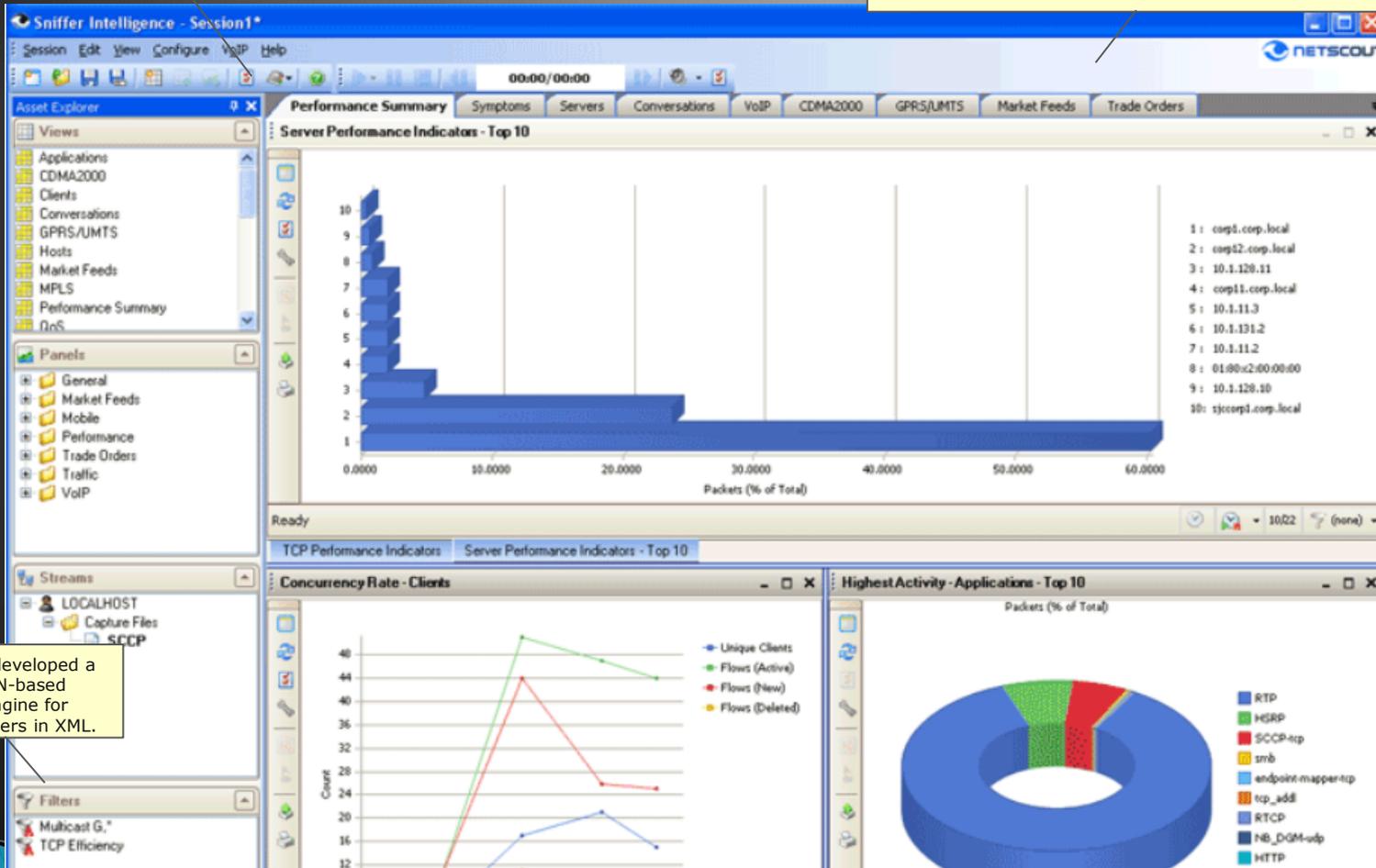
I was the software architect, UI designer, tech lead, and lead developer for the new version of their “Sniffer” product – a C#/.NET modular, extensible application, from which three additional products were created with very little additional effort.

<sup>1</sup> *In early 2008, NetScout Systems acquired Network General*

# Main Application View

Ground-up development effort to replace their old Sniffer product.  
Designed all UI and front-end software, with a plug-in-based architecture feeding off XML "personality" files.

Developed most of the UI here, including the "shell", the Asset Explorer, the individual tabs and panels w/toolbars. Also developed the underlying XML-based serialization and workspace management.

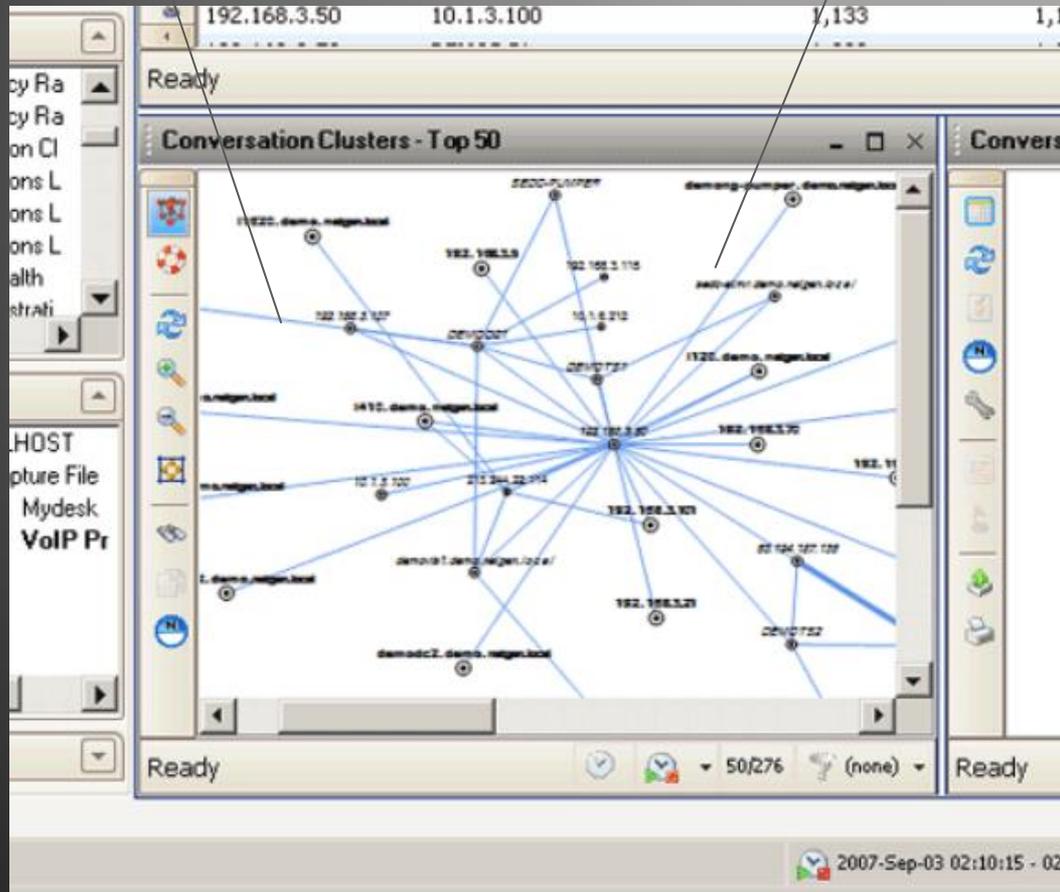


Designed/developed a generic RPN-based notation engine for defining filters in XML.

# Cluster Diagram

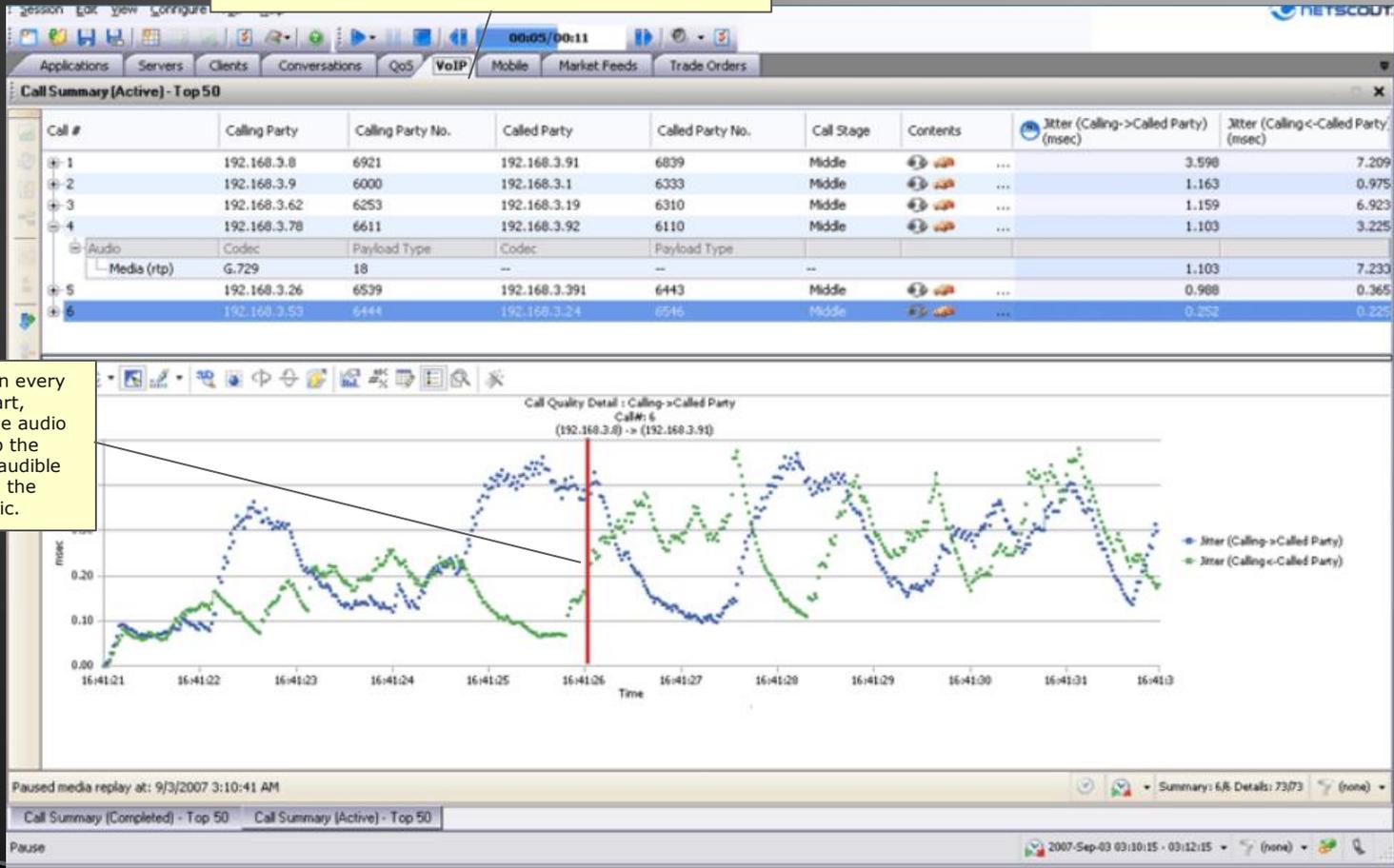
Designed/developed this unique rendering of conversation activity between hosts detected in the packet stream. It showed IP addresses and strengths of connections, allowing users to move the nodes around.

It is a "Force-Directed Layout" -- a metaphor for forces in the physical world to create layouts with more radial symmetry. Nodes are considered to have electrical charges which are mutually repulsive. Links are considered to act as springs which tend to hold the connected nodes together.



# Voice Replay

Designed/developed this mechanism for the user to select a call, then replay it (w/audio), and at the same time, they can see whether any of the charts show anomalies correlated with any jitter they hear in the audio replay.



# Mobile intelligence Plug-In

Because I designed the base product to be a plug-in-based "host", different products could be created depending on which plug-ins were installed. Different sellable SKUs were created with this architecture.

Sniffer Intelligence - Session1\*

Session Edit View Configure VoIP Help

00:00/00:00

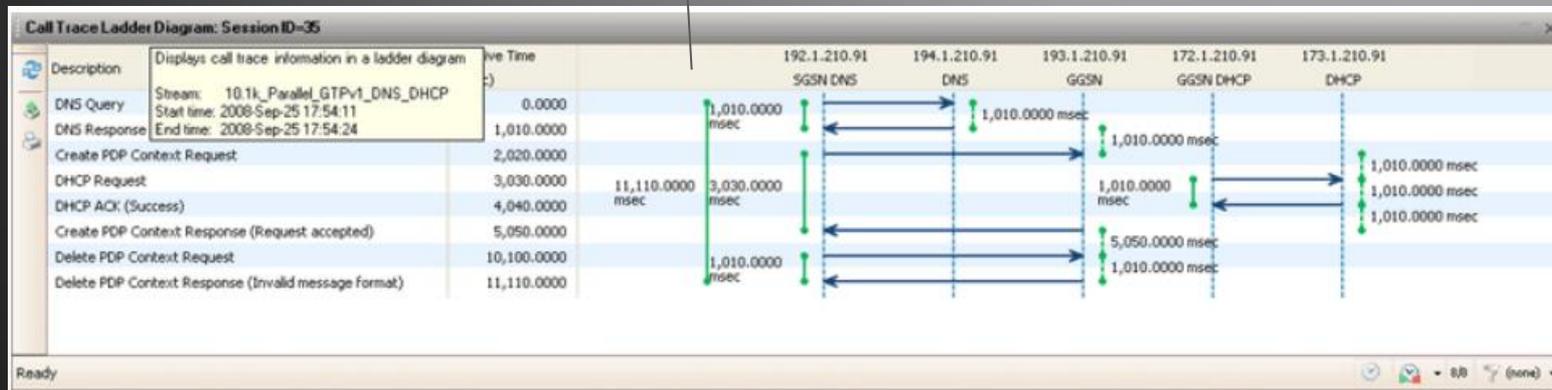
Applications Servers Clients Conversations QoS VoIP Mobile Market Feeds Trade Orders

Subscriber Summary - Top 50

Session ID	Subscriber (NAI)	Subscriber (IMSI)	PCF Address	PDN Address	Last AirLink State	Contents	Status	Start Time	End Time	Failed...	Successful ...	Resp (msec)
18	SubscriberN@anon.com	123456890333	172.230.35.11	172.230.211.8	None		Failure	10:19:16.347	10:19:16.463	1	0	--
19	SubscriberA@anon.com	123456890202	172.230.21.72	172.230.211.8	Stopped		Failure	10:19:16.318	10:19:17.928	1	2	--
R-P Reg. No. PCF->PDN GRE Key PCF-<PDN GRE Key												
	1	86848785888	86848785888		Started		Accepted	10:19:16.318	10:19:16.386	0	1	67.76
	4	86848785888	86848785888		Stopped		Accepted	10:19:17.927	10:19:17.928	0	1	0.72
	3	0	86848785888		None		None	10:19:17.916	--	0	0	--
AAA Reg. No. Msg Type												
	2						Access-Reject	10:19:16.890	10:19:17.668	1	0	77...
20	Subscriber1@anon.com	123456890365	172.230.15.18	172.230.211.8	None		Failure	10:19:16.175	10:19:16.265	1	0	--
21	Subscriber5@anon.com	123456890949	172.230.19.22	172.230.211.8	Stopped		Failure	10:19:16.043	10:19:17.232	1	2	--
22	Subscriber5@anon.com	123456890305	172.230.73.15	172.230.211.8	Stopped		Failure	10:19:15.343	10:19:16.984	1	3	--
23	Subscriber1@anon.com	123456890059070	172.230.7.71	172.230.211.8	None		Failure	10:19:15.236	10:19:15.240	1	0	--
24	Subscriber3@anon.com	123456890360709	172.230.5.55	172.230.211.8	None		Failure	10:19:15.105	10:19:15.189	1	0	--
25	SubscriberC@anon.com	123456890050407	172.230.39.12	172.230.211.8	None		Failure	10:19:14.312	10:19:14.386	1	0	--
26	Subscriber4@anon.com	123456890001050	172.230.33.88	172.230.211.8	None		Failure	10:19:14.021	10:19:14.097	1	0	--
27	SubscriberV@anon.com	123456890682	172.230.25.33	172.230.211.8	Stopped		Failure	10:19:11.955	10:19:13.753	1	3	--
R-P Reg. No. PCF->PDN GRE Key PCF-<PDN GRE Key												
	1	54515950595	54515950595		Started		Accepted	10:19:11.955	10:19:12.012	0	1	57.07
	4	54515950595	54515950595		Stopped		Accepted	10:19:13.752	10:19:13.753	0	1	0.92
P-I Reg. No. Msg Type												
	3						HA: Administratively prohibited	10:19:13.246	10:19:13.327	1	0	81.70
AAA Reg. No. Msg Type												
	2						Success	10:19:13.175	10:19:13.232	0	1	56.97
28	Subscriber0@anon.com	123456890404	172.230.3.222	172.230.211.8	Stopped		Failure	10:19:11.228	10:19:15.936	1	3	--
29	SubscriberP@anon.com	123456890010630	172.230.45.67	172.230.211.8	Stopped		Failure	10:19:11.160	10:19:15.866	1	3	--
30	Subscriber2@anon.com	123456890300	172.230.11.21	172.230.211.8	Stopped		Failure	10:19:05.160	10:19:10.438	1	4	--
31	SubscriberH@anon.com	123456890093	172.230.1.11	172.230.211.8	Started		Success	10:19:33.037	10:19:34.892	0	4	--
32	Subscriber0@anon.com	123456890014029	172.230.67.20	172.230.211.8	Started		Success	10:19:32.462	10:19:33.884	0	4	--
33	SubscriberD@anon.com	123456890000307	172.230.6.44	172.230.211.8	Stopped		Success	10:19:31.475	10:19:36.233	0	7	--
R-P Reg. No. PCF->PDN GRE Key PCF-<PDN GRE Key												
	1	10709001300	10709001300		Started		Accepted	10:19:31.475	10:19:31.521	0	1	45.81
	6	10709001300	10709001300		Stopped		Accepted	10:19:36.134	10:19:36.135	0	1	0.85
P-I Reg. No. Msg Type												
	3						Accepted	10:19:33.109	10:19:33.236	0	1	12...

# Call Trace Ladder Diagram

There was a Flex-based development effort in one product group, so I figured out how to incorporate the Flex component into C#/.NET as a custom chart inside one of our display panels. It appeared as a native Windows component, and we saved money, while increasing maintainability, enhanceability, and quality.



# Financial Intelligence Plug-In

Again, due to its flexible, enhanceable architecture, a new product was created very quickly and easily to appeal to the financial trading sector, with customized views that accommodated their needs..

The screenshot displays the Financial Intelligence Plug-In interface with several key components:

- Market Feeds:** A table titled "Multicast Group, \* Stream Qualities - Top 50" showing columns for Group (Host A), Source (Host B), Bytes (% of Total), To Host A Bytes, Msg Count (S->C), Msg Efficiency (%), and Msg Loss (S->C).
- Multicast Applications - Top 50:** A table showing Application, Throughput (Kbps), IPDV (S->C) - Avg (usec), Total Bytes, Msg Efficiency (%), and Msg Loss (S->C). Applications listed include TIBCOApp-8125, Market Data, and Keep Alive.
- Trade Orders:** A detailed table titled "Order Summary - Top 50" with columns for Message, Time (Packet), Time (Mes...), Side, Order Type, Status (Order), Filled, Symbol, Sec. Type, Sec. ID, Sec..., Order ID, Ex..., Cur..., Client..., Order Qty, Order Ack - Total (msec), and Order Single Time - Total (msec).
- General Messages - Top 50:** A table showing Message, Time (Packet), Status (Msg), Symbol, and Msg Time - Total (msec).
- Order Single Latencies:** A line chart showing latency counts for different order acknowledgment ranges: Order Ack (<= 5 ms), Order Ack (5-9 ms), Order Ack (10-14 ms), Order Ack (15-19 ms), and Order Ack (20-24 ms).
- Packet Delay Variance:** A line chart on the left side showing IPDV (usec) over time from 04:15:00 AM to 04:30:00 AM.

# FilterBuilder

Designed and implemented a visual "filter builder", featuring filter elements wired together with logical operators.

Manage this filter's definition by adding filter components and their connections to logic symbols. Drag and drop onto the canvas. Wire up two or more components to a logic symbol, then connect the last one to the target destination.

Name: CoC

Chain of Custody = iLinkGway Product X Falcon : (Leg1)iLink Channel1-FA Gw1

Chain of Custody = iLinkGway Product X Falcon : (Leg2)FA Gw1-FA HIP23

Chain of Custody = Template2 : <all legs>

Stream

AND OR

Filter Types

- Address = x.x.x.x
- Application = xxx
- Measure <id> <oper> <value>
- Subscriber = <property>
- Phone Number = xxxxxxxxxxx
- QoS = <class> <dir> <value>
- MPLS = <top> (<bottom>)
- VLAN = xxx
- Conversation

Lock icon indicates it cannot be duplicated, copied, or cut.

CoC and all legs element

Each element could be configured with their own internal operations and values to test against, based on the category of filter.

Falcon : (Leg2)FA Gw1-FA HIP23

Chain of Custody

= Template2 : <all legs>

Operator: Name: Leg:

Template2 <all legs>

Read-only fields