

JUSTIN LAKE WHEDON

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PROFESSIONAL SUMMARY

I help organizations solve complex problems by connecting people, processes, and technology. Throughout my career, I've investigated ambiguous business challenges, identified underlying needs, and translated them into practical solutions spanning digital systems, AI and automation, user experience, and operational workflows. I'm at my best when the problem isn't clearly defined, and someone needs to figure out what should happen next.

PROFESSIONAL EXPERIENCE

Vice President, Design & Systems Strategy

Information Experts | Remote | May 2022 – Present

- Lead cross-functional digital strategy, user experience, branding, and operational systems for government and private-sector clients.
- Translate ambiguous client requests into structured project plans by identifying underlying business needs before recommending solutions.
- Design and implement automation workflows using Zapier to streamline client operations, improve communication, and eliminate repetitive manual tasks.
- Rebuild the information architecture, digital workflows, and user experiences for outdated or inconsistent websites to improve usability, accessibility, and long-term maintainability.
- Mentor designers, improve team workflows, and establish standards that reduce revisions, strengthen collaboration, and accelerate project delivery.
- Deliver complex websites and digital applications on accelerated timelines by improving scope definition, communication, and cross-functional coordination.

Founder & Executive Director

Adventure Acres Foundation | Florence, CO | 2025 – Present

- Founded and launched a 501(c)(3) nonprofit from concept through IRS approval and public operations.
- Design organizational systems, operational workflows, and technology solutions supporting volunteers, partnerships, and community programs.
- Build partnerships with municipalities, schools, nonprofits, and government agencies to coordinate collaborative initiatives.
- Built the organization's operational infrastructure from the ground up, including technology, workflows, communications, volunteer systems, and strategic partnerships.

- Lead citizen science, environmental stewardship, and outdoor education initiatives serving Southern Colorado communities.
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Lead Designer

Information Experts | Remote | Sept 2014 – May 2022

- Led UX strategy and digital design for government training systems, enterprise websites, and web applications.
 - Partnered with clients, developers, and project managers to transform ambiguous requirements into structured, successful digital solutions.
 - Designed Section 508-compliant websites and applications balancing usability, accessibility, and technical requirements.
 - Established repeatable design standards and workflows that improved collaboration and project consistency.
 - Served as a trusted problem solver on technically complex, high-visibility client projects.
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Client Services & Marketing Specialist

Outside (TV8 Summit) | Remote | Feb 2020 – May 2022

- Redesigned the organization's website to improve user experience, search visibility, and audience engagement.
 - Planned and executed digital marketing initiatives supporting business growth and customer acquisition.
 - Simplified website structure and messaging to improve usability and conversion.
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Founder & Digital Strategy Consultant

Justin Lake Whedon Design | Florence, CO | 1993 – Present

- Lead client discovery sessions to identify business goals, underlying business challenges, and translate complex requirements into practical solutions.
 - Design and implement websites, ecommerce solutions, branding systems, and digital workflows aligned with organizational objectives.
 - Build long-term client relationships through strategic guidance, technical problem-solving, and cross-functional collaboration.
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Web Architect

Golf Course Superintendents Association of America (GCSAA) | Lawrence, KS | 2011 – 2013

- Developed responsive websites and mobile applications supporting a national membership organization.
 - Presented technology demonstrations at national conferences, translating complex systems into approachable solutions.
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EDUCATION & CERTIFICATIONS

AI, Automation & Development

NoCodeOps by Zapier — Fellow Innovator • Codecademy — Generative AI, Prompt Engineering, AI for Coding & Geographic Data Mapping • HubSpot — AI for Marketers

Cybersecurity & Technical Foundations

Cybrary — OSINT • Cybersecurity Incident Investigation • Cybersecurity Fundamentals • Security+ General Security Concepts • Network Fundamentals • Linux File System Basics

UX & Data

Google / Coursera — Google UX Design Professional Certificate • Google Data Analytics Coursework

Salesforce Trailhead

Ranger Rank — 107 Badges • 1 Superbadge • 53,000+ Points

Additional Technical Training

Centriq Training — Project Management • Mobile App Development • C#/.NET • CEH Training
Treehouse — UX • Front-End Development • Python • iOS Development

CORE COMPETENCIES

Systems & Automation

Business Process Improvement • Workflow Design • Systems Analysis • AI Workflow Design • Zapier • Technical Problem Solving

Business Platforms

Shopify • WooCommerce • WordPress • Google Workspace • Basecamp • Slack

Design & UX

Figma • Adobe Creative Cloud • Accessibility (Section 508) • Responsive Design