

Justin Lake Whedon

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Summary

With over 20 years in the digital realm specializing in user-centered design, interface, user experience, and brand development, there are very few tasks I haven't had on my plate.

Experience

VP, Design @ Information Experts

Tysons Corner, VA (100% Remote Position)

May 2022 – Present

As the Vice President of Design, I am responsible for all aspects of product design and user experience. I oversee projects from contract through completion, managing multiple projects and teams simultaneously. I work closely with these teams to define and prioritize product features and ensure a great user experience, define the UX and UI for the product, ensure that all design resources are appropriately allocated, and oversee all design-related activities.

Lead Designer @ Information Experts

Tysons Corner, VA (100% Remote Position)

Sept 2014 – May 2022

Define the design direction and align it with interactive experiences while executing compelling designs for a wide range of highly engaging websites, web based training and other online solutions delivered on desktop, mobile, and tablet devices.

- Develop design concepts, graphics, and layouts for primarily web-based deliverables
- Work with clients to advise and brief them on design directions and concepts
- Responsible for user experience (UX) and user interface (UI) design of individual projects from initial ideation through final design deliverables
- Work collaboratively and actively with project teams on projects including websites, mobile-optimized or responsive sites, web-based training & Learning Management Systems, CMS themes, and other online solutions
- Adhere to usability and interaction design best practices and standards
- Interact and confer with client frequently regarding specific work efforts including seeking regular feedback and input from client on deliverables
- Produce high-quality deliverables while working within budget and meeting deadlines

Client Services + Marketing Specialist @ Outside (TV8 Summit)

Boulder, CO (100% Remote Position)

Feb 2020 – May 2022

Web Design / Webmaster:

- Redesign, manage and update company websites
- Ensure compliance with industry standards
- Analyze website data, report, and recommend adjustments to management

Social Media:

- Establish, manage, and update social media accounts
- Ensure accuracy in brand representation (artwork, logos, color, brand standards)
- Work to improve our brand presence

Marketing:

- Design and maintain all print and digital marketing collateral
- Design digital media campaigns according to business goals
- Provide continual adjustment to sales materials
- Manage out bound email systems
- Identify trends and insights, and optimize spend and performance based on the insights
- Collaborate with internal teams to create landing pages and optimize user experience
- Collaborate with agencies and other vendor partners

Sales:

- Ensure current offering are consistent, clear, simple, and relevant
- Manage and review existing contracts
- Identify renewal clients, dates, and next steps
- Develop relationships with all current clients
- Identify new target businesses and acquire new accounts

Graphic/Web Designer (Freelance) @ Justin Lake Whedon Design

Co-founder @ Children's Telepathic Workshop LLC

Florence, CO (formerly in Kansas City, MO)

1993-Present

- Design websites for small to large businesses.
- User experience and interface design and development.
- Social media presence and brand consulting.
- Search engine optimization and online marketing.
- Special event planning and promotion.
- Apparel and Home Furnishing Design.
- eCommerce shop for Art & Design.
- Print design and print brokering.
- Software: Adobe Creative Suite CC, Microsoft Office Suite
- Technology: HTML, Sass/CSS, jQuery, Javascript
- Other: Google Ads & Analytics Certified, WordPress, PHP, music production

Senior Web Architect @ Candidate Command

Riverside, MO
2013-2014

Worked with a small team in an Agile development environment. Designed and maintained multiple client/candidate websites from wireframe to mockup to testing to production.

Web Architect @ Golf Course Superintendents Association of America

Lawrence, Kansas
2011-2013

Worked with a small team in an Agile development environment. Designed and maintained multiple company websites from wireframe to mockup to testing to production. Involved in the design and production of multiple iOS & Android Apps using 3rd party software such as PhoneGap, Mobile Roadie, Conduit Mobile and others. Responsible for the planning of the technology booth at the GIS yearly conference.

GUI Designer (Contract) @ ScrollMotion San Diego

Kansas City, Missouri
2011-2012

User interface design for the GE Global Leadership Meeting iPad Application. Worked with an international team in an Agile development environment.

Web Designer @ Netsolus Consulting | The Data Trust Company

Kansas City, Missouri
2008-2011

Web Designer @ Builder Consulting

Kansas City, Missouri
2006-2008

Viral Marketing Consultant (Contract) @ VML

Kansas City, Missouri
2006

Production Assistant (Contract) @ Game Live Events

San Francisco, California
2005

Other Experience (Contract): Hallmark, Sprint, JP Morgan|American Century

Kansas City, Missouri
Before 2005

Education

Trailblazer by Salesforce (2021 - Present)

Current Rank: Expeditioner

70 Badges | 1 Superbadge | 43,300 Points | 8 Trails

Treehouse (2014 - 2021)

Learn React, UX: Visual Design Process, Animating SVG's, UX: Interaction Design, UX: Research Process, Beginning Python, Rails Development, Front-end Web Development, iOS Development, How to Build a Wordpress Plugin, Sass Basics, Introduction to jQuery

Centriq (2010 - 2011)

Mobile Web App Development, HTML5 and CSS3 for Web Designers, Intro to jQuery, Programming with C# using Microsoft .NET Framework 4, Certified Ethical Hacker, Project Management Essentials, jQuery Mobile Framework

Kansas State University (2001 - 2002)

Biology coursework

Johnson County Community College (1999 - 2000)

Graphic Design coursework

Shawnee Mission South (1989 - 1993)

High School Diploma