

Jayson Whelpley

UX Designer, Researcher | 814.218.0760 | jayson.whelpley@gmail.com | linkedin.com/in/jaysonwhelpley

SUMMARY

An audience-centered strategic designer. Focused on understanding and adapting design to users' personal, cultural, technological, and historical variables. Constantly seeking qualitative and quantitative data points and contributing toward the fullest possible picture of the problems, possibilities, and opportunities that could help or hinder reaching organizational and user goals.

RELEVANT EXPERIENCE & SKILLS

User Experience Research	Strategic & Design Thinking	Human Centered Design
Iterative Design	Analytics	Collaborative Problem Solving
Ideation	Information Architecture & Taxonomy	Input & Idea Synthesis
Cross-Cultural Design	Writing & Editing	Adobe CS, Figma, & Sketch
User Journey Mapping	Volunteer Management	Adaptability
Heuristic Evaluation	Coaching	Event Planning
Teaching & Public Speaking	Ruby on Rails, HTML, CSS & jQuery	Fundraising

RELEVANT WORK

Cru (2002-Present, Multiple Locations)

Digital Design Lead Orlando, FL (10/2019 – 07/2021)

Managed a team of contracted designers, collaboration with product owners, developers, and QA team members at all points of iterative planning, feedback, and design loops. UX research, guidance, and implementation in alignment with organizational priorities and cross-cultural user needs. Brand refinement advisory group. Participation in cross-team critiques & collaboration.

UX Designer & Researcher Orlando, FL (01/2018 – 07/2021)

Pioneered the UX function in my division. Independently ran process for interviews, heuristic evaluation, feedback collection, and user testing. Interaction and feedback collection from internal local departments, internal international representatives, and external user-partners. Iterative user journey mapping, wireframing, and comp design for web, mobile apps,

On-the-ground ethnographic research on 3 continents, and in 4 distinct cultural contexts, delivering immediate and long-term actionable guidance for innovation, streamlining, and audience expansion.

Interactive & Product Designer Orlando, FL (05/2015 – 01/2018)

Front End Web Developer Orlando, FL (06/2011 – 01/2018)

Iterative design process to create print & UI deliverables for internal and external stakeholders. Image, document, and presentation design, editing, printing, and publishing. Development of promotional pages, API partnership intake page, fund development pages, and the executive director's blog; each developed by hand or with Wordpress.

API Partnership Manager Orlando, FL (12/2012 – 11/2014)

Evaluation of API partnership applications, API key provisioning, embed code documentation & distribution.

Fund Raiser Multiple Locations (07/2003 – Present)

Raised \$1.6 million in total financial contributions. Collecting, writing, editing, or curating compelling accounts to communicate organizational mission and create financial contributor alignment. Regular updates to a socio-economically diverse financial & advocacy partner base of 100-400 units distributed through USPS, Mailchimp, and Facebook Pages/Ads. Design and updating of website, email templates, and print templates. CMS database management of >1,000 contacts and leads. Real-world social networking in diverse contexts, primarily in suburban/small-urban western PA, rural/agricultural central PA, Washington, DC metro area, central FL, and southern CA.

Front End Developer/Content Specialist Orlando, FL (08/2010 – 06/2011)

Re-skinning pages from old brand designs to new brand system using Adobe Photoshop, HTML, CSS, and JavaScript. Aiding with CMS transition. Creation of miscellaneous pages, templates, and standalone pages. User-testing updated designs.

Social Media & Technology Specialist Washington, DC (03/2008 – 08/2010)

Selection of regionally-implemented technology solutions. General IT help. Design and development of independent web pages for regional team, area teams, field staff, and conferences.

Field Staff Western PA; Washinton, DC (07/2003 – 08/2010)

Managing volunteer teams of students on 5-12 campuses, teaching & public speaking, alignment, event planning, budgeting.

EDUCATION

BA Interpersonal Communication (12/2003)
Edinboro University of Pennsylvania

Interactive Design Support (12/2017)
Valencia College Technical Certificate

CERTIFICATES

UX Certification (12/2017)
Nielsen Norman Group Cert#1020612
Effective Ideation Techniques, UX Deliverables, Omnichannel Journeys and CX, One-Person UX, Analytics and UX.

Data Analysis using Workspace (03/2019)
Adobe Analytics Certification