

Jayson Whelpley

UX & Product Designer

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SUMMARY

I am a collaborative, audience-centered, and strategic designer. Focused on understanding and adapting design to users' accessibility needs, as well as personal, cultural, technological, 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

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

RELEVANT WORK

FedEx Ground (Feb 2022–Present)

Senior UX Designer Remote (Feb 2022–Present)

All UX functions for features assigned to 2 teams of 20+ full-stack developers. Research, requirement validation, story-writing, information architecture, UI design, testing, and front-end code review & refactoring. Leading team's transition from XD to Figma, transitioning >100 primary components, screens, interactions, and prototype connections.

Valencia College (2022)

Adjunct Design Professor Orlando, FL (Summer – Fall 2022)

GRA2427 CSS Design (Summer, Fall 2022)

Cru (July 2003–Feb 2022)

Digital Design Lead Orlando, FL Oct 2019–July 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 Jan 2018–Jul 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 May 2015–Jan 2018

Front End Web Developer Orlando, FL Jun 2011–Jan 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 intake page, fund development pages, and executive director's blog; developed by hand or with Wordpress.

API Partnership Manager Orlando, FL Dec 2012–Nov 2014

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

Fundraising Multiple Locations Jul 2003–Feb 2022

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 Aug 2010–Jun 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 Mar 2008–Aug 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; Washington, DC Jul 2003–Aug 2010

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

EDUCATION

BA Communication — Dec 2002

Edinboro University of Pennsylvania

TC Interactive Design Support — Dec 2017

Valencia College, Orlando, FL

CERTIFICATIONS

UX Certification — Dec 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 — Mar 2019

Adobe Analytics Certification