



Kirk Wheeler - UX & Creative Director

Portfolio: www.kirkwheeler.com

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Summary

Highly versatile User Experience and Creative professional with a history of providing innovative and user centered desktop and mobile experiences that solve critical business needs. I enjoy leading and working with teams who share this passion, and have always been compelled to connect with users and understand what motivates them to engage with a product or brand. I'm a strategic thinker with a core strength in visual design. My skills naturally extend into UX, as well as social and traditional media as they are vital to a customer's relationship with a company. Clientele range in size from Fortune 500 companies to small businesses and span a wide spectrum of industries.

Skills:

- Adobe Creative Suite - Photoshop, Illustrator, XD, etc.
- UX architecture, concepting, wireframing & rapid prototyping with a variety of tools
- Mobile first responsive frameworks - Bootstrap, Foundation, Lightning
- Umbraco Certified Professional (.Net based CMS); experience with other CMS packages (Wordpress, Drupal, etc.)
- Working knowledge of HTML 5, CSS, JavaScript, JQuery
- Brand development, photography, and traditional media.

Pragmatx

(2006 - present)

UX and Creative Director

Led User Experience and Creative initiatives for this small boutique agency who has always had a heart for solving big problems for our customers. We have grown our company from a few clients to a full and diverse portfolio by becoming a partner in understanding their business needs and connecting their brands to their audience in ways that make their businesses flourish.

- **OneSource Virtual:** UX architecture, wireframes, and design in Agile environment for key internal and customer-facing financial web applications used to facilitate service delivery, management and support of day-to-day operations between OSV and their clientele. Also worked with Professional Services to deliver UX/wireframe designs for custom time clock applications that integrate their clients with Workday.
- **Deanan Gourmet Popcorn:** Helped transform this small paper-based school fundraising company into an ecommerce powerhouse with sales over \$4m+ per year. Complete rebrand from logo, packaging, information architecture, website, product photography, and all printed forms and material.
- **Texas Security Bank:** 10+ years and four generations of UX, website design and development. Also created many email campaigns, newsletters, promotions, and forms.
- **JBS USA:** 15+ years designing customer facing web experiences for a variety of brands including Pilgrim's Pride, Swift Fresh Pork and Pierce Chicken along with many contest microsites, landing pages, and internal web applications.

- **Viracor-Eurofins:** UX Architecture and design to help users quickly & efficiently find detailed information on thousands of specialty virology tests for medical clinics and clinical trials.
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HP Autonomy

(2003 - 2006)

UX/UI Design Lead

Led UX/UI team through a re-imagining of the company's product offerings. Designed new and flexible framework which brought together the majority of the product line into a single, consistent and intuitive user experience that was fully extensible in the enterprise. The features and functionality were greatly expanded to incorporate the latest technologies in speech analytics and trend analysis. These advances now help nearly half of Fortune 100 companies better understand their customers' wants and needs and measure how effectively these needs are met. Partial client list using this solution included Sprint, IBM, Verizon, Dell, DHL, UHG, and Cingular.

- Hired, developed, managed activities for a growing UX team.
 - Advocated user experience and fostered close relationships with Business Analysts, Product Managers, Development and QA teams. Coordinated to prioritize efforts.
 - Created user profiles, stories and task analysis which encompassed a diverse set of end user requirements and usage patterns. Documented feature maps to identify dependencies across products and features.
 - Developed wireframes, prototypes and high-fidelity visual comps to uncover usability issues, identify potential technical limitations, as well as facilitate acceptance with internal and external focus groups.
 - Created and documented design pattern libraries, visual style guides and functional specifications.
 - Occasionally worked with marketing and sales in the creation of product packaging, corporate/sales presentations and ad campaigns for industry publications.
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Verizon

(2002 - 2003)

Lead User Interface Designer

Designed UX workflows to increase functionality and usability for web communication application. This allowed customers to manage calls, email, and voicemail all from a single tool.

- Designed and extended UX for new search and contact management features.
 - Synchronized efforts with development team regarding the technical requirements and identified potential impacts on design and usability.
 - Incorporated feedback from usability testing to streamline user interaction. Designed within product design patterns and corporate brand standards.
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Education & Certifications

Master of Fine Arts, The University of Tulsa

Bachelor of Arts - Graphic Design, Southwestern Oklahoma State University

Umbraco Certified Professional