



John is an Experience Architect and former Creative Director who leverages design thinking and lean UX processes to foster collaborative design solutions with client and user involvement.

With over 22 years of local career experience helping Colorado companies with branding, marketing, advertising and product design, John has covered the gamut working in nearly every aspect of digital and traditional creative services. His tenure and reputation within the greater Denver area are unparalleled.

John has worked at Slalom since 2015 having recently joined the _build team in early 2020.

Expertise

INDUSTRY EXPERTISE

- Telecommunications
- Global D2C eCommerce
- Financial Services
- Agriculture Technology
- Oil & Gas Technology
- Broadcast Production
- QSR Fast Dining Campaigns
- Tourism Digital Marketing
- State Lottery Digital Campaigns
- SAAS Video Surveillance Tech
- Lead Gen Marketing

FUNCTIONAL EXPERTISE

- Human Centered Design
- Lean UX
- Design System Management
- Persona development
- Journey Map Creation
- Rapid Prototyping
- Heuristic Analysis
- Creative Direction
- Native Mobile App Design
- Responsive Web App Design
- SAFE Agile Methodology

Recent Experience

Lead iOS Designer / Agriculture, Enterprise Employee Portal, iOS App Design

Led design for a Net New iPhone Employee tool which enables crop advisors with the ability to order products and services for their grower customers. Collaborating within a 170+ person digital platform team consisting of retail leadership, business owners, product managers, data scientists, engineers, developers, UX researchers and multi-disciplinary designers, I helped to translate complex business problems into simple user solutions that play nice with Apple's HIG UX patterns. The app allows ag consultants access to a full catalog of products and services tailored specifically for a farmer's unique needs. Future capabilities like precision ag, weather and science will revolutionize this industry.

Lead UX/UI Designer / Oil & Gas, Product Website Redesign, Sitecore CMS

Lead discovery, UX/UI design and testing for a legacy website redesign which was ported over to a new Sitecore platform. Assisted marketing manager with content migration and beta rollout. Worked alongside with _build engineering team to ensure designs were within scope and timelines were met.

Lead iOS Designer / Agriculture, Field Sales Reporting, iOS App Design

Led design for two sales enablement native iOS app experiences for sales reps and managers resulting in employee wide adoption and increased retail product sales. Both apps leverage daily sales data synced directly to the employee's mobile device, for offline access while in the field without network connectivity.

Senior UX Designer / Telecommunications, Biz Customer Portal, Web App

UX design and direction for responsive web and mobile applications for the new TelecommBusiness.net (web) and Telecomm Business Support (web) experiences during Telecomm's acquisition of additional Telecomm entities and their subsidiaries.