

# JOHN WALKER

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## SELECT SKILLS

Responsive Design; Interaction and Interface Design; eCommerce Design; iOS Design; Mobile and Touch User Experience; Graphic Design; Usability Testing; Information Architecture; Competitive and Content Analysis; Wireframing

## EXPERIENCE

// Consultancies, 02/13-present

### **Pearson Publishing** 03/14–04/14

- Created UX and wireframes for new tools and functionalities within an existing app. Streamlined and expanded iconography and created design concepts for moving the app from iOS6 to iOS7 style. Audited current app for interaction and style inconsistencies. Supported two scrum teams in an Agile sprint process

### **Janssen Pharmaceuticals (for Grey Healthcare Group)** 03/14

- Wireframed navigation concepts for an iPad app interface used by a sales team. Documented complete functional specs for the developers

### **Price Waterhouse Coopers (for The Wonderfactory )** 02/14

- Reconsidered existing IA and UX to gamify a charitable employee-facing website. Wireframed new navigation and screen layouts that integrated gaming, leaderboards and stats functionalities

### **Essentialhardware.com** 12/13–01/14

- Wireframed a new shopping/purchasing experience to improve sales for an eCommerce site. Oversaw two rounds of user testing to verify new design. Wireframed new navigation concepts and homepage design. Performed audits of comparative and competitive websites

### **PR Newswire** 10/13–11/13

- Supported a scrum team in an Agile sprint process by creating new UI and UX wireframes for an existing Twitter Bootstrap-based responsive website. Worked with developers to roll over code from Bootstrap 2.0 to 3.0 without breaking the site

### **Hewlett-Packard, KPMG (for PM Digital)** 09/13

- Streamlined the IA of an existing Hewlett-Packard CMS and created a new sitemap. Wireframed suggestions for how to greatly simplify and unify the UX. Wireframed new navigation and all screen layouts
- Audited content from part of the main KPMG website and an auxiliary site and wireframed suggestions for combining them. Evaluated scope bids on UX work from outside vendors

### **American Express, NBCUniversal (for Blue State Digital)** 07/13–08/13

- Created new/updated existing IA, UI and UX for an existing responsive website for American Express' Serve card. Wireframed concepts for integrating new budgeting tools and processes into the dashboard. Wireframed concepts for new functionalities such as setting reserves, categorizing transactions and setting alerts. Wireframed various smaller existing UX improvements, such as simplifying the direct deposit sign-up experience. Performed an audit of competitive products' direct-deposit process
- Created IA, UI and UX for the NBCUniversal Corporate Social Responsibility team's new microsite within the main corporate site. Consulted with devs on creating a responsive, interactive design built on Wordpress. Wireframed example screens for homepage and secondary pages for desktop, tablet and phone. Designed responsive navigation structure

### **Yoplait's Save Lids to Save Lives Campaign (for Story Worldwide) 06/13**

- Created new IA/UI/UX for switching a site under development from a standard to a responsive design. Wireframed all breakpoints from desktop to tablet to phone and designed a new responsive navigation system. Strategized best mobile practices for some complex user touch-input screens.

### **Joor Fashion App 05/13**

- Strategized best iPad practices and created wireframes for some complex user touch-input forms. Wireframed the retailer's user journey when using the app to create and track orders. Strategized how to facilitate sharing and commenting between brands and retailers. Wireframed homepage and secondary screen. Created filtered organization for orders and order statuses

### **Men's Health 02/13–04/13**

- Tested existing iPad magazine storefront and subscription process with users. Based on results, created 6 low-fidelity redesigns of the storefront's IA/UI/UX, which were also user-tested. Narrowed field of possible designs to two, built and user-tested functional prototype to validate designs. Created functional specifications for developers and approved QA. The new subscription process increased subscriptions by the double digits—even higher than the goal

### **// Popular Mechanics Art Director, Mobile Platforms, 07/10–02/13**

- Created the IA/UI/UX for for Popular Mechanics' iPad and Android magazine editions. Designed/art-directed graphics and managed production. Created/art-directed 2D and 3D animations. Created functional specifications for developers as needed and approved QA.
- Created IA/UI/UX for the iPad magazine storefront and subscription process. Wireframed solutions and verified designs with user testing. Worked with developers to implement and approved QA.
- Designed the IA/UI/UX for an iPhone app, Popular Mechanics' Used Car Checklist. Created wireframes for navigation and all screens and validated designs with user testing. Designed all graphics and art-directed illustrations and iconography. Created functional specifications for developers and approved QA
- Oversaw 2+ designers working on multiple apps

### **// TV Guide & tvguidemagazine.com Creative Director, 03/04–12/09**

- Created IA/UI/UX for the launch of tvguidemagazine.com. Designed navigation and all screens
- Created functional specifications for developers and managed daily site maintenance
- Directed design and production of weekly magazine
- Supervised 20+ people in two locations to meet daily deadlines

### **// Entertainment Weekly Art Director, 02/97–01/04**

- Helped Design Director manage staff and design magazine, which was named one of America's 10 best-designed magazines

## **TECHNICAL TOOLS**

Adobe Creative Suite Fireworks, Photoshop, Illustrator, InDesign, After Effects, Flash, Acrobat  
Other Balsamiq, Omnigraffle, Axure, Visio, Keynote, Microsoft Office, Wordpress  
Dev Highly conversant with HTML5, CSS3, Javascript, JQuery and Agile methodologies

## **AWARDS**

Best Consumer Magazine App 2012; awards for Best App Functionality, Best Animation, Best Entire Issue, Best Utility App

## **ASSOCIATIONS**

Registered iOS and Android developer; member of IXDA and NYC UXPA user experience groups

## **EDUCATION**

Bachelor of Arts in Comparative Literature, University of California, Santa Cruz