JOHN BECKWITH

**UI/UX Designer**

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I’m a UI/UX designer with a strong background in digital design who loves to tackle large and complicated projects. I have spent the last ten years of my career focused on bringing a user centered approach to design problems for large companies including Nike, HP, and Symantec.

Relevant Skills

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| --- | --- |
| * UX design process strategy and implementation * Conducting user testing and creating personas * Use case and requirements development * Building wireframes for user interfaces | * Creating UI specifications and style guides * Creating fully interactive prototypes * Visual design for user interfaces * Usability testing in a lab environment |

Experience

**Nike** | Capability Analyst – Brand Marketing Technology (Contract)

Beaverton, OR | 12/2017 – Present

* Played a key role in a Brand Marketing initiative to plan, create, and author video heavy editorial content with a common set of tools and processes by conducting user research, developing requirements, and evaluating vendors
* Successful rollout of Nike Proof, a creative approval solution from Workfront, to 150 users in Nike’s APLA geo organization to help streamline creative approval process
* Successful rollout of 10,000ft resource management tool to100+ users in Nike Brand digital studios to provide a much needed view in to resource capacity
* Implementation of an RFID solution for Nike DNA (Department of Nike Archives) to modernize and streamline their inventory intake, maintenance, and exhibitions
* Partnering closely with stakeholders in Brand Marketing to document use cases and processes to help develop requirements
* Point of contact with technology vendors to learn their tools, manage configurations, and support for users
* Working with transition managers and trainers on my team to develop strategies for rolling out new technologies/processes to the teams to maximize adoption

**Nike** | UI/UX Designer – Operations Management & Technology (Contract)

Beaverton, OR | 12/2015 – 12/2017

* Successful design and launch of Crate, a digital asset management and asset distribution platform used by nearly 7,000 users across Nike Brand Marketing studios around the world
* Worked with product owner and business process manager to develop requirements based on user stories
* Created high fidelity wireframes, prototypes, final artwork, and specifications for user interface
* Worked closely with the development team,in an Agile environment, to ensure designs were implemented successfully

**Hewlett-Packard** | Interaction Designer - Global Experience Design

Vancouver, WA | 8/2013 – 12/2015

* Design of the HP Instant Ink enrollment flow to help drive adoption of the ink delivery service
* Design of mobile printer setup, and Instant Ink enrollment, for the HP All-In-One printer remote app for both Android and iOS
* Worked with business and internal GxD teams to develop user stories and requirements
* Created high fidelity wireframes and working prototypes, final artwork, and specifications for user interface
* Worked closely with the development team to ensure designs were implemented successfully
* Designing materials for and assisting in usability testing

**Symantec, Inc.** | Interaction Designer

Mountain View, CA |8/2009-8/2013

* Successful design and delivery of a digital certificate and user management platform, Symantec Managed PKI, that included a web application, desktop console, and mobile app
* Performed user research to help identify use cases and personas
* Developed requirements based on user research and business input
* Created high fidelity wireframes and working prototypes, final artwork, and specifications for user interface
* Worked with development team to ensure features were implemented correctly

**VeriSign, Inc.** | UI Designer

Santa Cruz, CA |7/ 2007-8/2009 (Acquired by Symantec)

* User interface designer for core media messaging platform (Picture Mail) on the mobile device
* User interface designer for VIP (VeriSign Identity Protection) second factor authentication product
* Competitive analysis and design exploration for redesign of media messaging platform
* Created flows, wireframes, prototypes and visual design

**IMVU, Inc.** | Interactive Marketing Designer

Palo Alto, CA | 7/2006-7/2007

* Designer on marketing team supporting acquisition and retention campaigns for the virtual social network
* Concept, design and build HTML email and landing pages for weekly campaigns to drive retention
* by getting customers to purchase 3D virtual products and in-world currency
* Concept, design and build interactive advertisements for ongoing campaigns to drive acquisition of customers

**NexTag, Inc.** | Interactive Marketing Designer (Contract)

San Mateo, CA | 3/2006-7/2006

* Designer for one of the internet’s largest advertisers at the time
* Concept, design and build interactive Flash banners
* Work with media analysts to create variations on successful campaigns and optimizing lower-performing ones to make them more effective

**Cisco Systems** | Technical Marketing Designer

Milpitas, CA | 9/2004-3/2006

Designer on marketing team supporting Cisco’s IOS Software

* Responsible for translating complicated technical concepts in to clear and meaningful graphics
* Created interactive demos for Cisco IOS Software releases that were featured on corporate website
* Designed internal and customer facing marketing presentations for Cisco IOS Software offerings

**There, Inc.** | Web Designer

Palo Alto, CA | 2/2002-8/2004

Designer on Web team for the pioneering 3D avatar-based social network

* Creating layouts for pages on the company’s main website (There.com) as well as the internal user portal (There Central)
* Created visual design for client user interface

**NineDots** | Interactive Designer

San Francisco, CA | 2000-2002

Interactive designer for online advertising agency

* Concepted and created online advertisements for clients such as Wells Fargo, Coffee-Mate, and Nestle.

**MPPC Online** | Web Designer

Menlo Park, CA | 2000-2002

* Web designer for the Menlo Park Presbyterian Church
* Created web page layouts and built them in HTML and CSS

**Pentagram Partners** | Graphic Design Intern

San Francisco, CA | 1999-1999

* Graphic design intern for the iconic multi-national design company
* Assisted partner and company designers with production and the occasional original design of my own

Education

**California College of the Arts** | Graphic Design

San Francisco, CA | 1996-2000