Johanna Nicole Whitmire

Houston, TX | 713-823-3999 | johanna.n.whitmire@gmail.com
LinkedIn: www.linkedin.com/in/j-n-w/ | Portfolio: https://jnwhit.wixsite.com/productdesign

Product Designer

Innovative digital designer, passionate about developing products with cutting-edge design that meets user needs. Extensive experience managing product launches and design deliverables in a dynamic environment. Strength in understanding business strategy and ability to develop user insights that alight with and support business goals.

Core Competencies

Project Management | UX UI Design Certificate | BFA Degree | Wire-framing | Prototyping | User Interviews | Usability Testing | Ideations | Persona Creation | Information Architecture | Storyboarding | User Flow Diagrams | Usability/ Accessibility Heuristics | Color Theory | Typography | Responsive Design | Interaction Design | A/B Testing | Front-End Development | Empathy | Agile/Scrum | Brand Development | Data Synthesis & Analytics | Quantitative and Qualitative Research | Site Mapping | Public Speaking | Storyboarding | Affinity Diagrams | Interaction Design

Professional Experience

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Product Manager- Remote   2021-Current
JNW Creative

Researched, designed, and launched a website and application. Established product goals and developed a roadmap. Responsible for managing team members of designers and engineers, providing daily feedback in scrum sessions, daily standup, one-on-one sessions, team reviews, workshops, and weekly status meetings. Excelled in building the UX team, and promoting an innovative culture.

- Directed and owned the design process, from the definition, UX, design, implementation, and user testing.
- Managed scrum teams and was responsible for identifying new work, the scope of work, user story sizing, prioritizing, and managing the backlog.
- Established a highly collaborative process with a user-centered approach focusing on research and data analytics.
- Collaborated with multidisciplinary teams and cross-functional stakeholders throughout the design process.

Products: Daily Health App/Website | Product Manager UX UI FE
              K9 Angels Rescue App/ Website | UX UI Designer
              Incentify Planning App | UX Researcher
              U.S Department of Education Website | UX UI Designer
              Away Travel App | UX UI Designer
              Voice Recognition Music | Apple Watch App | UI Designer
              Augmented Reality | E-Learning | UI Developer

Tools used: Figma, Adobe XD, Wordpress, Invision, Visual Studio Code, Github, Slack, Google Slides, Trello, Zoom, Canva, HotJar, In-Person User Testing data, Bootstrap, Adobe Aero, Adobe Creative Suite

Fine Arts Education Program Manager   2018- Current

School of Science and Technology Advancement- Houston, TX

Fine Arts Department Head for elementary and middle school programs. Responsible for campus aesthetics and international recognition/collaboration. Manage staff members and 900+ students. S.T.E.A.M. curriculum developer with an emphasis on tactile/digital technology and art.

- Successfully established the campus social media presence and outreach coordination for higher enrollment rates.
- Responsible for directing 200+ volunteers in an annual fine arts competition with a character education focus. Collaboratively established, launched, and grew recognition to become a World Wide art drive in four years.
- Introduced new foundations, patterns, robust component library, detailed documentation, contribution processes, and guidelines for online learning K-8 grade level.

Director of Digital Marketing | Interior Design Associate   2016-2017

Bankston May Associates- Houston, TX

Developed a social media strategy to increase the company's media presence. Implemented and presented client design projects. Managed vendor logistics and installments.

- Established and managed multi-channel social media campaigns while effectively gaining insights from data and analytics to increase business revenue. Increased Instagram followers by 95% in eight months. Content creator, photographer, and customer relation coordinator with the business brand in top priority.
- Project Manager for 30+ annual project developments and collaboration with 50+ vendors per week.
- Responsible for delivering complex end-to-end customer experience solutions with an interactive and strategic approaches.

Social Media Manager | Interior Design Consultant | Digital Content Creator   2014-2016

Andrew Martin International- Houston, TX

Graphic and media artist. Developer in digital media strategies to increase the company's recognition and presence. Executed residential and commercial design projects. Supervisor for international product logistics and allocations.

- Worked directly on a new brand initiative and responsible for the product's brand strategy, architecture, and visual vision.
- Developed budget plans and presentations for interior design clientele.
- Established and designed the international product catalog for new season debuts.
- Curator of domain social media and advertisement content.

Education

UX UI Design Boot Camp Certificate: Rice University | Houston, TX | 2021

An intensive 24-week long boot camp dedicated to UX UI Design. Skills learned consist of Adobe XD, Figma, Photoshop, Illustrator, HTML5, CSS, JavaScript, Bootstrap, jQuery, User-Centric Design Research, Visual Prototyping & Wire-framing, User Interface Development.

Teaching Certification: Texas Teachers of Tomorrow | Houston, TX | 2017-2019
Texas Teaching Certification

Bachelors of Arts: University of Houston- Downtown | Houston, TX | 2009-2014
College of Humanities and Social Sciences Bachelor of Arts- Fine Arts | Minor- Arts Administration

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Technical Expertise

Adobe XD | Figma | Adobe Illustrator | Bootstrap | Github | WordPress | Visual Studio Code | InVision | HTML | CSS | JavasScript | Media Queries | jQuery | Adobe Lightroom | Adobe Photoshop | Adobe Aero | Google Slides | Google Chrome | VistaCreate | Adobe InDesign | Canva | Venngage | Mockplus | Vectornator | Giphy | Hotjar | Adobe Fonts | Photoshop Express | Google Fonts | Latergram | FlowMapp | Webflow | VisualSitemaps | Adobe Acrobat | Trello