

JOHN PENDLETON

UX & UI DIRECTOR

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HELLO

I am a UX & UI Design Director with extensive experience concepting and designing digital, interactive and multimedia applications. I have a fine arts background and a degree in Industrial design. For me it's all about the aesthetics and the functionality. It has to be simple, beautiful and easy to understand. I get excited by complex UX problems and intricate application design. Working with a technology team is as rewarding as working with my own design teams. I've designed and directed everything from global rebrands, large responsive websites, mobile & digital applications to online and print advertising.

WHAT I DO

User Experience | User Interface Design | Creative Direction | Creative Strategy | Digital Strategy | Information Architecture | Mobile Apps | Mobile Optimization | CMS Site Integration | Large Scale Responsive Web Sites | Concept Development

WORK

Boeing | Seattle WA | November 2016 – Present

UX Director

CLIENT: Boeing

Working with the digital products group in Boeing Creative Services to plan and execute large scale digital engagements.

Key Achievement:

While working with Creative Services this past year I primarily focused on the UX and UI design of the Boeing Management System, a digital platform that is being designed and developed to allow Boeing's senior leadership to analyze the financial and operational wellbeing of Boeing. At a high level, my responsibilities on the project included the oversight and management of a team of UX and UI designers as well as other supporting designers and copywriters as needed. We had six employees dedicated to the project full time including myself. As many as ten Creative Services employees worked on the project at any given time.

Other responsibilities included collaborating with my business partners to concept new features when requested, directing the UX & UI of interfaces and experiences for proposed platform features and tools, providing requirements documentation to developers and FA's that outlined the UX and UI for each proposed new feature, collaborating with data architects to design and concept proposed features and system administration tools, and directing the design and creation of all support documentation and design language for the platform.

Modifi | Seattle WA | January 2016 – October 2016

Digital, Brand & Marketing Consultant

CLIENT: Modifi

Working to update Modifi's corporate identity and brand positioning. This includes a brand refresh of Modifi's online presence and the design of Modifi's' admin tools and consumer facing apps.

DIGITASLBI | Boston MA | 2013 – 2015

VP Creative Director

CLIENTS: Cessna, Biogen, athenahealth and Baxter

Worked on directing and developing large-scale responsive websites as well as multiple corporate rebrands, print campaigns, online media and mobile app engagements. I managed all of the creative work and led multiple teams of Art Directors, UX Designers and Copywriters.

Key Achievements:

Created a new brand and conceptualized a new corporate positioning for Cessna "We Have Your Jet". Defined digital customer-personas, redefined the corporate identity and re-concepted digital user-experience. Redesigned and developed Cessna's brochures, DM and print ads. One of the highlights was creating a cover wrap for a Fortune Magazine print campaign that ran for four months to a targeted audience.

Led the creative direction and development for the re-branding of Biogen a Boston based Biotech Company. Redesigned the corporate positioning, logo and identity guidelines. Additionally we designed and developed a large-scale corporate website that is totally responsive and ADA compliant.

DIGITASLBI | Boston MA | 2009 – 2013

Associate Creative Director

CLIENTS: Bank of America, Aflac, Staples, Stop & Shop and AstraZeneca

Team leader on multiple high profile client projects. Concepted and developed large-scale websites as well as rich media advertising and print advertising. Mentored Art Directors and Designers.

Key Achievements:

Helped to lead the design and development of Bank of America's new corporate responsibility enterprise website, a massive responsive-design website encompassing daily news, corporate videos, investor relations and social media content from all of Bank of America's holdings including Merrill Lynch and U.S. Trust. Created multiple digital campaigns to drive traffic to the new site.

Earned Creative Director role on Cessna global rebrand project after successful pitch. Hired my direct staff as well as built team with internal resources. Promoted to creative director after successful delivery of the new Cessna website – the first piece of the global rebranding process.

DIGITASLBI | Boston MA | 2005 – 2009

Senior Art Director

CLIENTS: Oral-B, Gillette, Duracell, Holiday Inn, TIAA CREF and Braun

Concepted and produced flash-based websites, rich media advertising, pitch work and online marketing materials.

Key Achievements:

Led the design and development of the Holiday Inn Racing website. Concepted the information architecture and usability of the website as well as designed and animated the user interface. Oversaw the video production for all of the demo videos on the site. Concepted and created multiple digital engagements aimed at directing users to the new website.

IMG MEDIA | Boston MA | 2001 – 2004

Art Director / Creative Leader

CLIENTS: The Noble Foundation, Phillips Electronics, Tiger Woods and Serena & Venus Williams

Directly responsible for the art and creative direction for all of IMG Media's North American clients. Managed team of designers as well as HTML and content developers. Designed and conceptualized large corporate and athlete websites. Responsible for hiring of my direct staff.

Key Achievements:

Earned/assigned ownership of the North American creative after being with IMG Media for one year.

RECOGNITION

MITX Gold 2014, Cessna Aviation Website | Webby Awards Official Honoree 2014, Cessna Aviation Website | UX Awards Silver 2014, Cessna Aviation Website | NEDMA Silver 2013, Cessna Aviation Website | OMMA Gold 2012, Bank of America Corporate Website | MITX Gold 2007, Holiday Inn Racing Website | M3 Awards Silver 2007, Holiday Inn Racing Website

EDUCATION

PRATT INSTITUTE

M.I.D., Master of Industrial Design

HARTWICK COLLEGE

B.A., Fine Arts

WHAT I KNOW

Adobe Creative Suite: Ps, Ai, Id, Dw | Microsoft Office | Languages: HTML, CSS, JS | Agile workflow

BEFORE + AFTER WORK

I love to be out on my boat with my wife and pass the day away. I also enjoy skiing, but I really only do it one week a year during the spring in Colorado. Otherwise you might find me at home relaxing with my English Bulldog, Walter.