



Wesley Gehbauer

Product + UX + UI Designer

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SNAPSHOT

A multi-discipline designer with a desire to create highly usable products with great utility anchored in research and built to balance business objectives with user needs.

RECENT EXPERIENCE

● Senior Product Designer

● project44 : 8.2020 – 9.2021

- Brought consistent experience across the platform with updated UX+UI of filtering convention and scalable componentry to support future enhancements
- Increased the value of platform's landing page by providing users with the ability to add health scores to subsets of shipments

● SpotOn : 11.2018 – 5.2020

- Lead UX Designer of the launch of the online ordering vertical experience
- Led UX overhaul of B2C and B2B mobile apps (both Android & iOS)
- Co-led homogenization and UI standards across multiple products & platforms
- Adapted UI color palette and typography guidelines to meet WGAC AA compliance

● Design Manager UX & Brand + Senior UX Designer

Snapshot : 9.2016 – 9.2018

- Established UX practice for the insurtech company growing >100% annually
- Produced re-usable design framework for engineering team that grew >400% in 2-years
- Updated UX & UI of web-based application increasing new user efficiency by ~15%
- Launched three new SaaS product verticals resulting in additional revenue streams
- Increased usability of mobile app adding capability critical to attaining new customer category
- Improved usability of B2B + B2C payments platform eliminating the need for training, reducing costs for the company and clients

● UX/UI Consultant

● Product Designer · Hey! Let's Train : 6.2016 – 9.2016 [Contract]

- Conducted user research to identify feature requirements, scenarios of use, and user personas
- Delivered process flows and wireframes for the company's human-centered native iOS app

● UX Designer · Life Fitness : 2.2016 – 5.2016 [Contract via The Creative Group]

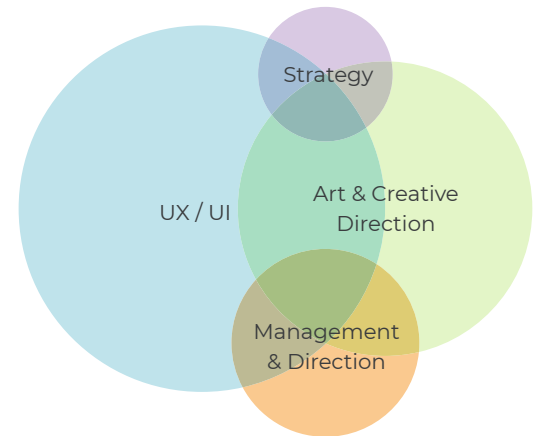
- Sole UX & UI designer for IOT management platform with 75K devices + 16K active users
- Provided guidance for UI of cloud connected touch-interface exercise equipment line

● Sr. Digital Art Director · McDonald's : 11.2015–2.2016 [Contract via Arc Worldwide]

- Re-invented the in-store menu board experience for McDonald's North America
- Utilized data to customize menu offerings based on time of day, historical sales data, location, and area demographics ultimately leading to increased sales

● UI Designer · Walgreens Digital : 11.2014 – 11.2015 [Contract via Vitamin T]

- Designed & documented adaptive web interface standards for 3 major web properties
- Delivered annotated wireframes and pixel-perfect UI for long-form digital content



SKILLS

User Experience Design
 User Interface Design
 Native iOS & Android App Design
 Responsive & Adaptive Web Design
 Interaction Design
 Task Analysis and Journey Mapping
 Product & User Research
 Prototyping & Animation

ARTIFACTS

Annotated Wireframes
 Interactive Prototypes
 Pixel Perfect UI
 Journey Maps + Flow Diagrams
 User Personas + User Stories
 Use Cases + User Scenarios
 Re-Usable Design Frameworks
 Styleguides + Usage Guidelines
 Iconography
 Moodboards + Storyboards

PREFERRED SOFTWARE (Inquire about other applications)

Figma / Adobe XD / Sketch
 Miro and Lucid Charts
 After Effects & Lottie
 Adobe Creative Suite
 G-Suite / MS Office
 Jira

A strategic problem solver with a history of innovative products & campaigns and a drive to craft compelling solutions for complex business challenges.

PREVIOUS EXPERIENCE

● Associate Creative Director, Digital & Social

Lunchbox : 2.2014 – 8.2015

- Supervised conceptual development and design of adaptive and responsive microsites, digital banner ads, social media influencer blog assets, and on-premise experiences for retailer-specific digital & social marketing campaigns
- Collaborated with technology and production departments and intra-network agencies to extend campaigns for Unilever's CPG brands

● Creative Director

Legacy Marketing Partners : 11.2013 – 1.2014

- Directed a team of six plus various freelancers to deliver digital promotional programs, on-premise experiences, and point of sale advertisements across multiple clients and brands

● Associate Creative Director + Senior. Art Director

Momentum Worldwide : 2.2010 – 11.2013

- Created an industry-first digital experience, native mobile applications, microsites, printed advertising, in-store promotional materials, experiential marketing programs, and more
- Led the conceptual development of experiential and promotional marketing campaigns for Office Depot, US Cellular, Dolce & Gabbana, Kraft Mondelez, and more
- Developed project timelines while directing a small team
- Directed product and lifestyle photoshoots

● Art Director

● Independent Freelance: 5.2009 – 2.2010

- Developed brand guidelines, illustrations, packaging, and promotional materials

● Upshot : 7.2008 – 5.2009

- Lead Art Director for Miller Lite's partnership with the Dallas Cowboys (largest-ever individual US team sponsorship deal outside of naming rights)
- Adapted Miller Lite's national strategy for regional initiatives

● Moosylvania : 2.2005 – 6.2008

- Won three new business pitches gaining new clients (Fancy Feast, Germ X, Roberts Brothers)
- Led the creative development of launch materials for two sub-brands
- Lead Creative on Bacardi Flavored Rums and Cazadores and Corzo tequilas
- Established a visual communication treatment so successful for the product line it was produced in consecutive years (an extremely rare scenario)
- Directed lifestyle and product photoshoots

● Graphic Designer

Neutraceuticals/Jamieson Design : 6.2004 – 12.2004

- Created packaging for multiple product lines
- Oversaw art buying, and all aspects of printing
- Deliverables included printed advertising and website design

AWARDS & HONORS

Beverage Dynamics Advertising & Promotions Awards, 2009

2nd Place Electronic Signage

2nd Place On-Premise Signage

Beverage Dynamics Advertising & Promotions Awards, 2006

1st Place Back-Bar Glorifier

1st Place Shelf-Talker Design

2nd Place Creative Dieline, Table Tent

2nd Place Premium Items, Infusion Jar

3rd Place Neon Sign

EDUCATION

BFA Visual Comms, Univ of Kansas : 2004

UX Design, Mentored Springboard : 2016

REFERENCES

Available upon request

PORTFOLIO

Available upon request

HOBBIES & INTERESTS

Husband & Father

Pitbull Lover

Hapkido

Camping & Hiking

Softball

Dungeons & Dragons

Reading

THANK YOU