David Wheadon

User Experience Architect

23 Years Experience

Contact

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Resume

I am currently employed as a User Experience Architect at LIC Automation. I am responsible for user interactions with New Zealand's leading dairy farm automation system, Protrack.

In my 23 years working in the software industry, I have worked in the UK, Australia and New Zealand. I have managed teams of designers and have had the privilege of working with companies such as LIC, Fonterra, Open Polytechnic, Hunting & Fishing New Zealand and Cisco.

Continually Exploring

I am continually exploring new technology, design best practices and overall interface patterns, to create solutions, solve problems and set UX standards.

Pride in Collaboration

I pride myself on my ability to collaborate and bridge the gap between the end user and software development teams. I believe everyone has something valuable to share in the UX process.

Usable Interfaces

I have experience designing for a full spectrum of devices, creating responsive, highly usable interfaces.

Always Learning

I enjoy interacting with potential users and subject matter experts, dissecting and analysing feedback, looking for insights to guide the user experience direction.

Workshop Facilitation

I am comfortable to lead a discussion, workshop, demo or present. I enjoy mentoring and upskilling all roles in the software development cycle in the art of UX.
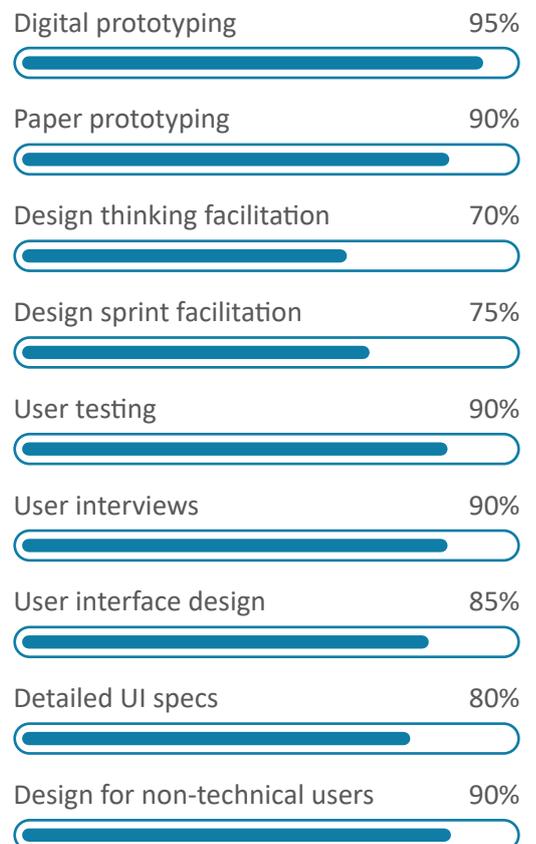
Creative Vision

I have the right blend of creative vision and technical knowledge to find the best solution for your project.

Skill	Level
Digital prototyping	95%
Paper prototyping	90%
Design thinking facilitation	70%
Design sprint facilitation	75%
User testing	90%
User interviews	90%
User interface design	85%
Detailed UI specs	80%
Design for non-technical users	90%

Experience

LIC Automation

2016 - Current

User Experience Architect

- User interviews
- Prototypes
- User testing
- Detailed UI specs for developers and testers
- Style guides for developers and testers
- Facilitating design thinking sessions
- User interface design
- Library of help videos

Significant Projects

- Protrack UX Lead – New Zealand's leading dairy farm automation system
- Saber UX Lead – International dairy farm automation system

LIC

2014-2016

Rapid Prototyping Design Lead

- Led the development of prototypes
- Defined strategies to ensure good UX practices
- Gathered feedback from users and subject matter experts
- Explored, developed and tested concepts rapidly, using design thinking methods and lean sprints

Significant Projects

- Agrigate – A system that combines data from multiple clients (LIC, Fonterra, Ravensdown) into a single place for farm management
- BCS Application – Phone application for rapidly recording the body condition of cows

Wheadon Creative
2005-2014

User Experience Designer

- Website design and coding
- Digital animation
- Application design (Android & Apple)
- Email marketing
- Package design
- Brand creation

Significant Projects

- MiniMonos – Led design and illustration on childrens gaming platform
- Cisco – Provided UI content to US based development team
- Hunting & Fishing – Created New Zealand's top selling camouflage print pattern
- Open Polytechnic – Course material interaction design

Open Wananga
2003-2005

Web/Graphic Designer

- Website analysis and review
- Intranet analysis and review
- Web design and maintenance
- Maori/Pasifika design

Significant Projects

- RUN sportswear - Digital and print marketing
- Mahi Ora - Course material interaction design

INTAZ
2001-2003

User Interface Team Lead

- Reported weekly to board of directors
- Managed UI team

Significant Projects

- ACC Worksafe – Multimedia CD-ROM
- SafeTsmart – Browser-based health and safety software

Nuverve
2000-2001

Creative Director
- Led the design and build of major corporate sites
- Managed accounts and clients
- Project management
- Project pitch and proposals

Significant Projects
- United Video – Digital marketing
- Southern Cross – Digital marketing
- Sanitarium – Digital marketing
- Telecom Yellow Pages – Digital marketing

Transcom International
2000

Contract
- Assembled a development team (interviewed and selected)
- Implemented quality procedures

Significant Projects
- Traveled to the UK to assess and report on a portal tool the UK office was working on

XSIQ
1999-2000

Creative Lead
- Managed creative team (5 staff)
- Managed outsourced multimedia projects

Significant Projects
- Holden Australia – Streaming media site
- XSIQ - Interactive CD ROM and online tutoring for year 12 and 13 students

Webmasters
1999-1999

Web Designer
- Interface design and HTML coding for large corporate websites

Significant Projects
- Southern Cross - Website design
- Fletcher Residential - Website design
- Toyota Finance - Website design

Jump Productions

1997-1999

Web Designer

- Website design and build
- Multimedia design

Significant Projects

- Fire safety training – CD Rom
- CPR training – CD Rom
- The Edge – Website

Education

New Zealand Red Cross

2019

Red Cross First Aid Certificate

Essential first aid for the workplace.

NNG

2016

Nielsen Norman Group UX Certificate

I have completed the following Nielsen Norman Group exams

- Navigation design
- User interface principles
- UX basic training
- UX deliverables
- Working in cross functional teams

IDEO

2015

Insights for Innovation

This 5-week course, was an in-depth look at the first phase of design thinking. The content covered exploring user needs, developing empathy for customers and extracting insights for creating products and services people want to use.

Unitec

1996

Bachelor of Design, Level 2

During the second year of my Product Design Degree, I discovered web design and found a position in an established web/multimedia company. I completed my second year of a four-year degree and started my career as a user interface designer.