

# DAVID WHEADON

USER EXPERIENCE ARCHITECT

## WHO IS DAVID WHEADON?

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 22 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.

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

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

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.

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.

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

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

## CONTACT DETAILS

027 537 4754

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15 Cranwell Place  
Hillcrest  
Hamilton

## SKILLS

- Digital prototyping
- Paper prototyping
- Design thinking facilitation
- Design sprint facilitation
- User testing
- User interviews
- User interface design
- Detailed UI specs
- Design for non-technical users

# WORK HISTORY

## LIC AUTOMATION – USER EXPERIENCE ARCHITECT

DECEMBER 2016 – CURRENT EMPLOYMENT

- User interviews
- Prototypes
- User testing
- Detailed UI specs for developers and testers
- Style guides for developers and testers
- Facilitating design thinking sessions

SIGNIFICANT PROJECTS/CLIENTS

- Protrack – New Zealand’s leading dairy farm automation system
- Saber – International dairy farm automation system

## LIC – RAPID PROTOTYPING DESIGN LEAD

SEPTEMBER 2014 – DECEMBER 2016

- 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/CLIENTS

- 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 – COMPANY OWNER

SEPTEMBER 2005 – AUGUST 2014

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

SIGNIFICANT PROJECTS/CLIENTS

- Minimonos – Led design and illustration on kids gaming platform
- Cisco – Provided UI content to US based development team
- Hunting & Fishing – Created New Zealand’s top selling camouflage print pattern
- Open Polytechnic – Get Ahead course design

## OPEN WANANGA – WEB/GRAPHIC DESIGNER

MARCH 2003 – SEPTEMBER 2005

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

SIGNIFICANT PROJECTS/CLIENTS

- Digital and print marketing of RUN sportswear

## INTAZ - USER INTERFACE TEAM LEAD

May 2001 – February 2003

- Reported weekly to board of directors
- Managed UI team (3 staff)

SIGNIFICANT PROJECTS/CLIENTS

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

## NUVERVE – CREATIVE DIRECTOR

SEPTEMBER 2000 – MAY 2001

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

SIGNIFICANT PROJECTS/CLIENTS

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

## TRANSCOM INTERNATIONAL - (CONTRACT, BRISBAINE AUS AND UK)

APRIL 2000 – SEPTEMBER 2000

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

## ISIS ONLINE - CREATIVE LEAD (MELBOURNE AUS)

Yep... I worked for a company called ISIS. ISIS Online was a media company based in Melbourne, with an unfortunate name. We made learning software for teens based on school curriculum.

November 1999 – April 2000

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

SIGNIFICANT PROJECTS/CLIENTS

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

## WEBMASTERS - WEB DESIGNER

JANUARY 1999 – NOVEMBER 1999

- Interface design and HTML coding for large corporate websites

SIGNIFICANT PROJECTS/CLIENTS

- Southern Cross
- Fletcher Residential
- Toyota Finance

## JUMP PRODUCTIONS - WEB DESIGNER

JUNE 1997 – JANUARY 1999

- Website design and build
- Multimedia design

SIGNIFICANT PROJECTS/CLIENTS

- Fire safety training – CD Rom
- CPR training – CD Rom

# EDUCATION

NEW ZEALAND RED CROSS - COMPREHENSIVE FIRST AID COURSE

OCTOBER 2019

NNG - NIELSEN NORMAN GROUP UX CERTIFICATE

AUGUST 2016

IDEO - INSIGHTS FOR INNOVATION

JULY 2015

UNITEC - BACHELOR OF DESIGN, LEVEL 2

1996

During my 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.

# REFEREES

Referees are available on request