

# David Wheadon

User Experience Architect

23 Years Experience

## 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

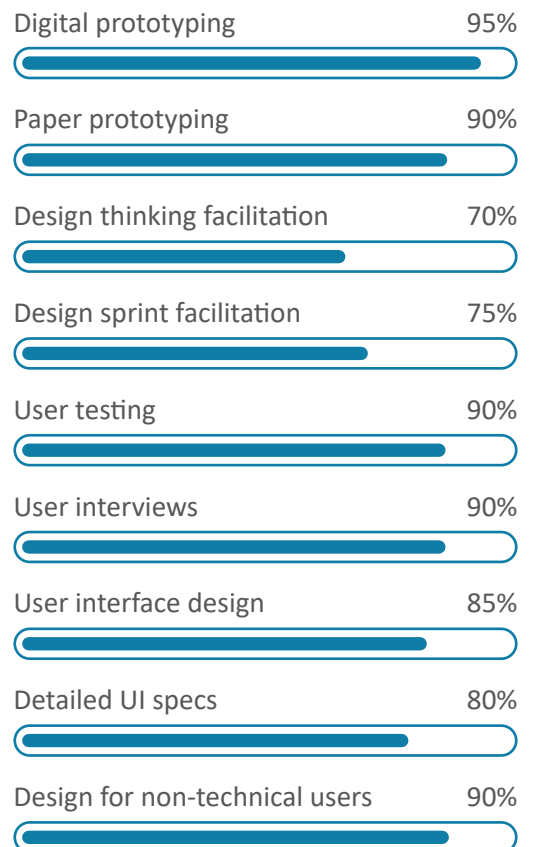
I have the right blend of creative vision and technical knowledge to find the best solution for your project.

## Contact

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# Experience

## LIC Automation

2016 - 2020

### 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

<p>Nuverve 2000-2001</p>	○	<p><b>Creative Director</b></p> <ul style="list-style-type: none"> <li>• Led the design and build of major corporate sites</li> <li>• Managed accounts and clients</li> <li>• Project management</li> <li>• Project pitch and proposals</li> </ul> <p>Significant Projects</p> <ul style="list-style-type: none"> <li>• United Video – Digital marketing</li> <li>• Southern Cross – Digital marketing</li> <li>• Sanitarium – Digital marketing</li> <li>• Telecom Yellow Pages – Digital marketing</li> </ul>
<p>Transcom International 2000</p>	○	<p><b>Contract</b></p> <ul style="list-style-type: none"> <li>• Assembled a development team (interviewed and selected)</li> <li>• Implemented quality procedures</li> </ul> <p>Significant Projects</p> <ul style="list-style-type: none"> <li>• Traveled to the UK to assess and report on a portal tool the UK office was working on</li> </ul>
<p>XSIQ 1999-2000</p>	○	<p><b>Creative Lead</b></p> <ul style="list-style-type: none"> <li>• Managed creative team (5 staff)</li> <li>• Managed outsourced multimedia projects</li> </ul> <p>Significant Projects</p> <ul style="list-style-type: none"> <li>• Holden Australia – Streaming media site</li> <li>• XSIQ - Interactive CD ROM and online tutoring for year 12 and 13 students</li> </ul>
<p>Webmasters 1999-1999</p>	○	<p><b>Web Designer</b></p> <ul style="list-style-type: none"> <li>• Interface design and HTML coding for large corporate websites</li> </ul> <p>Significant Projects</p> <ul style="list-style-type: none"> <li>• Southern Cross - Website design</li> <li>• Fletcher Residential - Website design</li> <li>• Toyota Finance - Website design</li> </ul>

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.