

Johnathan Westfall

(U.S. Citizen)

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EDUCATION

CareerFoundry, Based in Germany
UI Design

October 2023

UNIVERSITY OF WASHINGTON, Seattle, WA
English Literature, Bachelors of Arts

March 2008

CAREER PROJECTS

FrugalFunds | [Project Link](#)

June-July 2023

Financial App Case Study for CareerFoundry

UI/UX Designer

- Employed a user-centered design process and adopted a mobile-first approach to create a responsive web app for comprehensive financial tracking.
- Conducted user interviews and surveys to define user needs and goals. Gaining valuable insight into user interaction with the app.
- Developed a high-fidelity MVP to reflect the collected user data. Crafted a high-fidelity [prototype](#) using native iOS style guide.

Game ON! | [Project Link](#)

April-May 2023

Retail App Case Study for CareerFoundry

UI/UX Designer

- Conducted a Comparative Analysis of retail apps, using Nike and Target as inspirations for Game ON! This research helped inform the design direction for the project.
- Developed a user flow to create a seamless experience for customers, enabling them to create profiles, access purchase history, manage wish lists, and utilize a digital rewards card.
- Designed two native apps, adhering to the iOS and Material Design Guidelines, focusing on creating item screens for games, enhancing user engagement and interaction. Prototypes: [iOS](#) and [Android](#).

Shaken & Stirred | [Project Link](#)

February-March 2023

Responsive Recipe App Case Study for CareerFoundry

UI/UX Designer

- Led user research and usability testing to understand the frustrations users face when searching for and saving recipes, ensuring that user needs were at the forefront of the project.
- Developed user personas, conducted preference testing, and iterated on wireframes and prototypes to create a responsive web app focused on helping users efficiently find and save recipes without unnecessary content.
- Created a style guide for a cohesive and user-centered design, incorporating high-quality images of drinks for visual clarity.

EXPERIENCE

"The Little Apple Seed"

March 2021

Published children's book.

Author/Illustrator

Created and published a children's book simplifying the complex nature of a seed growing into a tree through entertaining imagery and carefully crafted sentences.

- Scheduled and executed a daily work regiment that would deliver a finished product within a four month deadline. Managing and prioritizing daily goals, including scheduling editing times and book layout.
- Researched and identified the different life stages of an apple tree. Analyzed details of each stage and turned them into an easy narrative for targeted audiences to follow and learn.
- Used visual communication skills to effectively choose the correct life stage of the apple tree to illustrate to targeted audience. Being concise in what to show and what to omit on each page.

SKILLS AND TOOLKITS

UI Design | User Experience | Figma | Adobe Photoshop & Illustrator | Illustrating | Basic HTML & CSS