John Lunsford

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SUMMARY

As a UX Designer, I love strategy and using my creativity to solve complex problems, especially when it involves improving efficiency and user experience. I have a very broad skill set including creative, technical, organizational, and interpersonal skills that I gained through my work experience and education. My business background along with my strong empathy and creative skills give me a unique perspective to be able to solve for both business and user needs when designing systems and products so that they provide maximum value.

SKILLS

- **UX Design:** user research, affinity mapping, user personas, journey maps, user flows, information architecture, wireframes, rapid prototyping, and user testing.
- **Web Development:** HTML, CSS, Bootstrap, jQuery, JavaScript, Git, Github.
- **Tools:** Adobe Photoshop, Adobe CC, Adobe XD, Sketch, InVision, Axure, Figma, Miro, VSCode, Jira, Confluence, MS Office, Google Docs, Microsoft Windows, and Apple macOS.

EXPERIENCE

UI/UX Designer   June 2022 – June 2023

Penbay Technology Group, Union Hall, VA (Remote)

- Federal contractor with Public Trust level clearance supporting the redesign of the National Science Foundation's NCSES website (https://ncses.nsf.gov/).
- Led UI/UX design improvements to the content management system using Agile methodologies, incorporating user testing and feedback.
- Collaborated with cross-functional teams to understand feature requirements and validate designs during sprint cycles.
- Contributed to the development of design standards and best practices using tools such as Figma and Adobe XD, ensuring adherence to industry standards.

UX Designer   Sep 2019 - June 2022

Freelance, Cumming, GA

- Freelance UX Designer specializing in creating user-centered designs of web applications for small businesses.
- Worked on team to design mobile application for Mini City (PowerPoint and prototype here: https://luns.co/minicity.html)
- Recent projects include designing e-commerce site for PS Pet Set (http://pspetset.com) and designing business website for Creative Sculpting (http://creativesculpting.com).

UX Designer and Project Manager   Sep 2013 - Nov 2014

King Richard's Liturgical Design & Contracting, Alpharetta, GA

- Managed the development of an e-commerce website, reporting progress to management and providing feedback and specifications to the remote engineering team.
- Collaborated with users, developers, and stakeholders to troubleshoot and solve usability problems including redesigning the website navigation and search engine to positively impact user experience and engagement while meeting business vision and goals.
- Created content for the website including designing page layouts, writing product descriptions, editing photos, and coding content in HTML/CSS.

Photographer   Dec 2010 - May 2022

Lunsfoto, LLC, Cumming, GA

- Rendering final designs of photos and videos using Adobe Creative Cloud software such as Adobe Photoshop, Adobe Lightroom, and Adobe Premiere Pro.
- Designing sets and operating cameras and lighting equipment to create images that meet the visual needs and expectations of individuals and businesses.

E-Commerce / Sales and Marketing   Jan 2005 - May 2022
Self Employed, Cumming, GA
- Marketing and selling automotive parts and photography equipment in online marketplaces such as Amazon and eBay.
- Optimizing listings by researching product info and pricing history as well as improving SEO by researching and implementing keywords to rank higher in search results.

EDUCATION

Certificate - Jr. Web Developer   Mar 2021 - May 2021
Generation USA, Online
- Full-time immersive course that included over 440 hours of hands-on training over 11 weeks in Front-End Web Development.
- Participated in both individual and team projects focused on learning technical skills including HTML, CSS, JavaScript, Bootstrap, jQuery, Git, GitHub, command line, and Mocha.js testing as well as behavioral skills and mindsets such as personal responsibility, persistence, future orientation, growth mindset, teamwork, adaptability, communication, and being proactive.
- Passed JavaScript Developer certification from W3Schools.com

Certificate - UX Design   Jul 2019 - Oct 2019
General Assembly, Atlanta, GA
Full-time immersive course that included over 400 hours of hands-on training over 10 weeks in User Experience Design. Participated in both individual and team projects including:
- Oakland Cemetery – redesigned mobile app to include historic information, navigation, audio tours, and scavenger hunts. Collaborated with team on user research, affinity mapping, journey mapping, wireframing, prototyping, and usability testing. (https://luns.co/hocemetery.html)
- Mountain High Outfitters – designed a microsite called Mountain High Powersports. E-commerce website with a responsive design focused on using card sorting to create site architecture as well as creating a user flow, wireframes, prototypes, and usability testing the navigation and checkout system. (https://luns.co/mhpowersports.html)

Bachelor's Degree - Business Administration   Aug 2007 - Jul 2010
Southern Polytechnic State University, Marietta, GA

Associate's Degree - Automotive & Motorcycle Mechanics   Sep 2005 - Dec 2007
Chattahoochee Technical College, Marietta, GA

VOLUNTEER

Small Group Leader, Photographer, and Videographer   Apr 2015 - Present
Cross Church
Responsible for mentoring high school and college students, leading small group discussions, and producing photography and video.

Mentor   Aug 2018 - Nov 2018
Whisper Movement
Participated in a mentorship program at Lambert High School to inspire better conversations and relationships among students to help create better social connections and normalize mental health awareness.

Assistant Youth Director and Photographer   Jan 2010 - Apr 2015
Highlands Church
Responsible for mentoring high school students, leading small group discussions, planning and directing student events, and producing photography.