

Jack Wangelin

User Experience Architect

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Toolkit

UX STRATEGY | UX DESIGN | SERVICE DESIGN | CONCEPT DEVELOPMENT | BRAND DEVELOPMENT
VISUAL DESIGN | MOBILE DESIGN | WEB DESIGN | PROJECT MANAGEMENT

UX Design Immersive Student

GENERAL ASSEMBLY CHICAGO

2015

Stepping into an immersive course for user experience design at General Assembly provided me with the tools and processes necessary to become a pensive and logic-driven user experience architect.

- Mastered user flow diagramming
- Designed a concept validation platform and created its deployment strategy. Client plans to build and deploy by end of fourth quarter 2015.
- Redesigned the guest experience for a hotel chain* targeting millennial business travelers. Started by eliminating the major pain point of check-in/out
- Collaborated with front-end developers to create a deployable MVP in an experimental cross-immersive program project
- Designed an online checkout flow to allow user to review purchase, set billing and shipping address, pay, and create an account in two steps
- Designed a faceted navigation schema for a K-12 school uniform company's* e-commerce site that shows gender as the primary tier of taxonomy is not a necessity.

*course project only

Membership, Marketing, and Creative Director

WICKER PARK BUCKTOWN CHAMBER OF COMMERCE

2013 - 2015

Laid the foundation and began implementing strategy to create a user-centered service for our business members driven by actionable metrics. Performed all facets of projects, from concept creation and strategy, to management, production and finally, deployment.

- Created accountability by setting measurable project and event goals
- Built marketing campaigns across print, digital and social for 12 annual events, as well as the WPB farmers market, monthly and quarterly events
- Designed and managed deployment of:
 - ChillFest.com
 - WickerParkFest.com revitalization
 - WickerParkBucktown.com content, events, and membership services
- Strategized and initiated rebranding of Chamber in both visual and service efforts
- Created and implemented process heuristics across workflows to make the Chamber more effective
- Led and managed multiple committees and redesigned how their members can assist the Chamber
- Hired and managed graphic design interns

Project Management and SEO Intern

BROADSIDE STUDIO

2013

As a part of this marketing and rebranding firm, I launched into managing multiple client projects within weeks of beginning, creating SEO strategies, managed client relations, and re-engineered web page layouts to meet client goals.

- Researched and created AdWords campaigns
- Managed client relations: focused on distilling client core values and brand identity
- Designed and drafted websites from wireframes to high fidelity mockups
- Analyzed site heuristics and information architecture of client sites for redesign
- Drafted brand identities focusing on redefining core missions, goals, and services
- Created internal processes to increase efficiency and standardize internal and external interactions

Vice President and Co-Founder

NIGHT FLYER, INC.

2012 - 2013

Built team, found funding, tested market waters, as well as led, managed, and allowed for effective progress towards measurable goals.

- Co-authored business plan to take an idea from imagination to app
- Vetted, hired, and on-boarded new team members
- Maintained overall project timelines and transition to agile development process
- Managed feature implementation for Night Flyer App, specifically:
 - Beta testing; prototyping; user research; user interface design; scope of app
- Managed marketing and branding team and strategies
- Instigated pivot to focus on new target market: advertising opportunities for local bars and restaurants
- Built front end of Night Flyer app website
- Managed website development
- Intermediated with backend developers, focusing on increasing partner accessibility

Education

GRADUATE, USER EXPERIENCE DESIGN, GENERAL ASSEMBLY, 2015

BACHELOR OF SCIENCE IN PSYCHOLOGY, UNIVERSITY OF DENVER, 2012

GRADUATE, NATIONAL OUTDOOR LEADERSHIP SCHOOL, 2008