

John “JP” ARNZEN

UX Designer + Developer | End-to-End Problem Solver

SUMMARY

I bring over 24 years of extensive experience in digital creative execution and leadership, spanning roles such as information architect and UX designer. Additionally, I've accrued 5+ years as a versatile software developer, adept at crafting desktop, embedded, and Web applications. My commitment to continuous learning and adaptation has empowered me to excel in diverse domains, from agricultural tech to telecommunications, contributing to the success of businesses across various scales and industries. I prioritize craftsmanship, maintaining and refining my development skills to ensure seamless alignment between design and execution, ultimately delivering holistic solutions that drive business growth.

WORK EXPERIENCE

Freelance UX Mentor/Coach

Mar 2023–present

Providing skills-transfer training and continuing education for candidates wanting to change careers into the UX field.

Freelance UX Designer + Developer

Nov 2020–present

- Providing freelance design and full-stack development services for small companies.
- Built a full-stack internal web application on a Microsoft/.NET Core technology stack for [Northcraft Analytics](#), a business analytics company, to track business intelligence data for clients, with the possibility of the application becoming a product.
- **Skills & tools:** HTML, CSS, JavaScript, Bootstrap, C#, .NET Core, ASP.NET Core, MVC, Razor Pages, Entity Framework Core, MS SQL Server, SQL, Linq, version control, git, Figma, Power BI, Agile

Lead UX Designer

Aug 2010–Oct 2020

AT&T : *att.com Digital Experience*

- Led multifaceted teams in enhancing the user experience for **myAT&T**, AT&T's online account management system serving its 230+ million service subscribers, while managing various project roles.
- Implemented strategic improvements, such as standardized branding in transactional emails and streamlining bill payment processes.
- Managed and improved global site navigation, contributing to enhanced use and usability.
- Advocated for and implemented automation strategies to streamline design processes and increase focus on critical tasks.
- Coordinated UX aspects of sustainment work across the myAT&T platform, ensuring ongoing optimizations.
- **Skills & tools:** Visio, Axure, Sketch, InVision, wireframes, sitemaps, prototyping, responsive web design (RWD), mobile-first design, usability testing, taxonomy creation and testing, navigation design and management, Agile, design systems, project document management

Senior UX Designer

Dec 2006–Aug 2010

Red Hat

- Helped improve the user experience for online help and account management.
- Helped with design standards documentation for company web services and applications.

CONTACT

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EDUCATION

Georgia Institute of Technology

Bachelor of Science, Computer Science

Specializations

System software, telecommunications & networking, computer graphics, engineering psychology/human factors

CONTINUING EDUCATION

Coursera

Data science and R programming from Johns Hopkins University

SKILLS & TOOLS

information architecture (IA) · user experience (UX) design · interaction design (IxD) · user interface (UI) design · usability testing · accessibility · user-centered design · user research · design systems · design standards · design processes · communicating design · navigation design · site taxonomies · categorization & classification · taxonomy research & creation · site maps · wireframes · user flows · prototyping · responsive web design (RWD) · mobile-first design · content management systems (CMS) · Visio · Axure · Sketch · Figma · InVision · HTML · CSS · Bootstrap · JavaScript · DOM · C · C++ · C# · .NET Core · Entity Framework Core · SQL · relational databases · MS SQL Server · REST · JSON · APIs · version control · git · software engineering · front-end development · full-stack development · functional programming · object-oriented programming · Agile methodologies · user stories · use cases · Scrum · Kanban · traditional/waterfall · Python · Julia · Java · LISP/Scheme/Clojure · F# · Haskell · React · Svelte

WORK EXPERIENCE CONTINUED

Senior Manager of IA & Site Development

Apr 2005–Dec 2006

Cingular Wireless : *cingular.com* e-commerce Content & Creative Services

- Head information architect for cingular.com, leading and managing a cross-coastal team of IAs and site developers. Responsibilities included:
 - improving usability and accessibility of the site
 - evangelizing web standards
 - improving site organization and visitor experience
 - increasing sales and retention through improved site customer satisfaction
- Helped merge the IA and UX of AT&T Wireless into Cingular's site post-acquisition.
- Spearheaded the IA, UX, and site development efforts for cingular.com's site-wide redesign, including providing requirements for its new content management system (CMS).
- **Skills & tools:** Visio, usability testing, HTML, CSS, JavaScript, web standards, design leadership, wireframes, sitemaps

Senior Information Architect

Feb 2004–Apr 2005

Cingular Wireless : *Human-Centered Design Group*

- Performed field research, worked with organization leadership and executives, and designed user experience improvements for internal call center tools used throughout Cingular's call centers.
- Helped design the user experience and performed in-store user testing for customer-assistance kiosks to be deployed in Cingular stores to reduce/remove customer wait times to talk to in-store employees.
- Moderated and analyzed usability tests with customers in our usability lab.
- **Skills & tools:** Visio, wireframes, sitemaps, prototyping, kiosk design, usability testing, field research, user interviews

Usability Engineer & Webmaster

Mar 2002–Feb 2004

AGRIS (formerly part of John Deere)

- Designed the user experience for a grain tracking and auditing desktop application to be used by co-ops and grain silos.
- Worked closely with SMEs, business analysts, application architects, and developers.
- Performed field research at silos with existing customers.
- Oversaw, managed, and improved the AGRIS company website, and enhanced various processes around its content management.
- **Skills & tools:** XP, use cases, Visio, Java, field research, customer interviews, user research, HTML, CSS, JavaScript, wireframes, visual design, content management

Information Architect

Apr 2000–Nov 2001

Red Sky Interactive & AGENCY.com

- Designed the IA and UX for a large-scale, custom-construction project scheduling and inventory tracking web application for a key construction software client.
- Worked closely with the client, BAs, application architects, developers, and visual designers to create the first version of the application.
- Helped train BAs and our larger team on how to write and execute proper, flexible use cases in the Rational Unified Process (RUP).
- **Skills & tools:** RUP, use cases, Visio, wireframes, sitemaps

Software Developer/Engineer

Jul 1996–Mar 2000

Ratio DesignLab

- Seven years before iOS and XCode, I ported Visual Basic for rapid application development (RAD) on custom handheld embedded systems to be used by clients such as FedEx as part of Ratio's original AppForge project. I integrated the compiler into Visual Studio to make developing for embedded systems as easy as developing for desktop applications.
- Maintained and extended a custom language and compiler for testing network communications for an early home-banking application.
- **Skills & tools:** C, C++, lex, yacc, Visual Basic, embedded development, system software, compiler development, testing tool development, bytecode design and development

CBT Programmer

Jul 1995–Jul 1996

Ceridian Employer Services

Developed computer-based training tools used for HR and payroll training for Ceridian's products.