

# WAYNE A WILKES

{ Designer | Artist }

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Hello,

Sensitivity and sensibility to the visual experience becomes invaluable in an online world engulfed by today's technologies and fads. As a designer of both online and offline media, I believe good design and a positive user experience should never be hidden behind technology but should rather become transparent in providing functionality and a seamless user journey.

I feel it is important to have a balanced skillset between the technology and the creative sensibility. Having strong attributes in both allows me to execute at an even higher level by allowing one to influence and to push the boundaries of the other.

With 24+ years of experience in digital imaging, online design and development, as well as traditional graphic design for print, my focus is on creating designs for diverse types of online interactions and experiences.

I maintain proficiency in the following areas: User Interface Design, User Experience, Responsive Design, and the many technologies that bring these channels to life: HTML5, CSS3, Javascript, jQuery, PHP, JSP, ASP, mySQL, and more.

Experience with the right content management system is a key strategy in allowing teams to maximize their involvement in delivering targeted messages effectively. As such, I have experience with designing and developing for Sitecore, WordPress, and a variety of other content management systems.

The digital landscape continues to grow, expanding into more and more aspects of our daily lives, as consumers and in our professional endeavors alike. From the web, to mobile apps, to well crafted emails delivered timely to your inbox, I bring a wealth of knowledge in bringing clarity with targeted messages and key elements to delight and excite the possibilities for the end user.

Thank you for the opportunity to share my work and experience with you.

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## HIGHLIGHTS

- Designer and creative problem solver, first and foremost
- Works well collaborating with a team, as well as taking the initiative to lead and complete tasks
- Experience managing and directing other creatives
- Experience utilizing Agile Methodologies for team and project management
- Over twenty-four years of web design and development, graphic design, and interactive media
- Proficiencies with: entire Adobe CC and all previous Adobe versions, responsive web design, HTML5, CSS2 & 3, JavaScript, JQuery/AJAX, PHP, mySQL, ASP, .Net, JSP and more
- Experience digital video editing and production utilizing Adobe After Effects and Premiere, Final Cut Pro, as well as a variety of audio production applications
- Exceptional design, drawing, and color theory skills
- Extensive knowledge of both Windows and Mac operating systems and all relevant applications

## PROFESSIONAL EXPERIENCE

### **Designer / Owner - W2design**

**January 2009 – Present**

Working as a freelance designer has allowed me a stage to explore a variety of different creative solutions. Design can be found in every aspect of the day-to-day business routine and needs.

Responsibilities include:

- Create and implement web strategies
- Interface design and functionality for online destinations
- Music package design, layout, and various promotional campaigns
- Collateral design and illustrations for print publications
- Fine artist working in a mix of mediums and canvas sizes
- Participate with the organization ARTSKC and their *Now Showing* program

### **Web Director - Unbound (formerly Christian Foundation for Children and Aging)**

**November 2009 – June 2019**

Unbound is an international nonprofit working side-by-side with people in 18 countries to challenge poverty in new and innovative ways. With dedication and commitment to champion the digital space, I identified, recommended, developed, and implemented web strategies that would reach a new audience while creating an online journey to strengthen and nurture their sponsorship experience. Responsibilities included:

- Crafted the online experience, including interface design, functionality, and overall user journey
- Designed and maintained the overall look and feel of the entire digital channel
- Led an in-house design team to implement brand consistency within the digital footprint
- Gained a solid working knowledge of the Agile methodology and process
- Launched three full site redesigns over the course of ten years
- Ensured user-focused design approach utilizing fully responsive mobile-friendly web standards
- Monitored and educated the organization about industry best practices and emerging technologies

### **Senior Art Director – VML, Inc.**

**April 2005 – January 2009**

As a Senior Art Director I worked closely with copywriters and account managers to craft and execute award winning designs for a variety of visual communications, both print and digital. Responsibilities included:

- Developed and collaborated with copywriters to produce project ideas for various clients.
- Delivered presentations to clients as well as collaborated in the requirement gathering process
- Directed and guided other designers while working directly with clients to bring their vision to life
- Executed digital campaigns, websites, emails, applications, as well as offline printed materials
- Worked on such accounts as Ford, Intuit, Hill's Pet Nutrition, Colgate, Mountain Valley Spring Water, Midas, Sprint, Bayer, Budweiser, Ernst & Young, Kansas City Convention and Visitors Association, VML.com, and more

### **Senior Web Designer / User Experience – Sprint**

**September 2000 – April 2005**

With a focus on the residential long-distance business, I led an in-house digital design team responsible for improving the online user experience. This included online bill presentment/ payment as well as content design and strategy for acquisition. The result was reduction in agency expenses by nearly \$11 million annually by internalizing front-end design UI/UX capabilities. Responsibilities included:

- Led and managed an in-house design team of writers, designers, and content managers to create an optimal online user experience
- Designed and executed new products and campaigns on the web
- Banners and associated creative advertisements
- Information design for online bill presentment and payments
- Mapped business requirements and data elements
- Created Wireframes to establish page layout, user flow, and content hierarchy
- Visual Design and optimization of the user interface and how it functions
- Front-end design and development utilizing HTML/CSS, Javascript and more
- Interactivity and multimedia production - Adobe Flash and streaming video enhancements
- Brand identity and continuity by participating in a cross business team to create and manage a unified set of brand standards

### **Senior Designer / Art Director – Black & Veatch**

**April 1998 – September 2000**

I worked as a digital designer and art director for web-based projects, training and informational CD-ROMS, as well as for print. My contributions were instrumental in working with clients to gather requirements and create successful strategic plans.

### **Designer / Manager – Straus Peyton Imaging**

**May 1995 – April 1998**

I was a designer for a digital imaging studio, servicing various photographers in digital photo correction and cleanup, print design, web design and development, and other multimedia services. I managed other digital artists by assigning projects based on skill level and deadline priorities.

### **Production Designer / 3D Modeler - Media 5 Productions**

**January 1995 – July 1995**

I worked at producing and designing 3-D models for CD-ROM based game concepts.

## EDUCATION

- **May 1995** - Bachelor of Fine Art from the Kansas City Art Institute with a major in Graphic Design/ Illustration.

## EDUCATION-RELATED EXPERIENCE

### **Adjunct Faculty - Kansas City Art Institute August 2007 - Present**

- Illustration Department (Four-Year Degree Program)
  - Instruct and work with senior-level students on utilizing technology for self-promotional
  - Conduct workshops for developing a strong online portfolio
  - Instruct in a variety of digital media techniques
- Continuing Education (Adult Studies and Certification Programs)
  - Instruct and lead various classes for their certification programs and adult studies
  - Facilitate and instruct such classes as: Digital Imaging 1 & 2, Design Principles for the Web, Web Design 1 & 2, Multimedia Strategies, and Color Theory

## AWARDS

- **2016** - KC IABC - Award of Excellence for the "Look Closer" marketing campaign
- **2015** - Nonprofit Connect - Philly Award: Best Nonprofit web design - Unbound.org
- **2015** - Nonprofit Connect - Philly Award: Award of Distinction - Unbound.org
- **2015** - Nonprofit Connect - Philly Award: Electronic Newsletter
- **2014** - Nonprofit Connect - Philly Award: Electronic Newsletter
- **2014** - KC+Connect - Boulevard Brewery Sponsored Artist in May, June, Sept, Oct and Nov
- **2013** - Prairie Village State of the Arts Juried Exhibition
- **2007** - Bayer CropScience won a first place NAMA award for Advertising on the Web and a first place award for Internet Website.
- **2007** - Best Travel Website for Kansas City Convention and Visitor's Association (KCCVA) in the Hospitality Sales and Marketing Association International's Adrian Awards.
- **2005** - Interactive Media (Kansas City Ad Club Gold Omni)
- **2005** - 360 Architecture was shortlisted by the British Interactive Marketing Awards for Best Website. The BIMAs recognize and reward creative excellence in interactive design.
- **September 2002** - Sprint Quarterly Value of Excellence Award
- **July 1998** - Outstanding Performance 2<sup>nd</sup> Quarter 1998 – Black & Veatch
- **April 1995** - "The Starr Foundation Award" Society of Illustrators Annual

## REFERENCES

Available upon request