Timothy Whalin

a strategy-focused interaction designer, using user experience to solve business problems and create engaging user interfaces

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experience

Aug 2013 - Present
Seattle, WA

Principal UX Designer at Amazon

I'm currrently lead design in Alexa's north star team where we define the standards, invent VUI patterns, develop new speech tech, and look at the intersection of people, voice, and technology. Prior, I worked in Alexa Auto and Mobile Shopping driving the vision and setting the CX standard. I've led the UX for many projects including Alexa for cars, Amazon App navigation, Alexa in the Amazon App, Dash Button setup and management, Apple Watch and Android Wear apps, Fire Phone, and multiple yet-released projects. My work has increased sales more than $800 million per year in addition to my mobile-first features that increased DSI to $206 per customer. I have also developed a 2-hour accessibility UX workshop and trained 1200+ designers.

Sep 2012 - June 2013
Denver, CO

Mobile Interaction Designer at Deloitte Digital

As the lead UX designer for our client, Kaiser Permanente, I helped redesign their iOS and Android apps, which won three awards. I designed new features to help members view medical records, make appointments, refill prescriptions, view lab test results, send messages to their doctors and more. In addition to client work, I worked with engagement managers to pitch projects to clients including Bed Bath and Beyond, Liverpool (Mexico), and Volkswagen Group of America. I also developed training to support onboarding new UX designers, running four new designers through the two-week training.

Apr 2012 - Sep 2012
Colorado Springs, CO

UX Designer at Intelligent Software Solutions

Working as a UX team of one in a company with over 600 engineers, I provided creative direction and established design best practices on government contracts. I defined new processes to unify design throughout the company with project managers, product owners, and engineers. I also introduced user testing with limited resources to our process to gain data to inform UX decisions.

June 2011 - Apr 2012
Denver, CO

Senior UX Designer at Caption Colorado

Working in the product and technology team of the largest closed captioning company in the country, I drove the user experience of multiple v1 projects around closed captioning services and tools. These projects ranged from tools to help students study to tools for TV media companies to analyze and monetize their video content. I also developed interactive web demos to bring products to market.

Jan 2010 - June 2011
Colorado Springs, CO

Lead Designer at World Challenge, Inc.

I led design projects for 40 international non-profits including UX, web design, print, brand development, and content management. I also developed interactive experiences to promote areas of the business.

Aug 2008 - Jan 2010

Lead Designer at Photographer's Edge

Apr 2003 - Present

Design Consultant at Freelance

design

Executive Presentations
User Experience (UX)
User Interface Design
Interaction Design
User Research
Information Architecture
Content Strategy
Usability Testing
Wireframing
Prototyping
Mobile UX (iOS & Android)
Inclusive CX & Accessibility
Product Design
A/B Testing
Front-End Development

software

Sketch
Invision
FramerJS
Flinto
Photoshop
Illustrator
InDesign
After Effects

education

Bachelor of Science in Advertising and Digital Media Design from Colorado Technical University

2007-2011 in Colorado Springs