



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
Senior UX Designer at Amazon
I currently lead the UX and IA of Amazon's mobile shopping navigation. I provide senior leadership with strategic ideas and collaborate with dozens of internal orgs on app-wide navigation solutions. I've led the UX for many projects including 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 \$100 million per year in addition to my mobile-first features that increased DSI to \$206 per customer. I continue to establish mobile best practices at Amazon by consulting teams and pushing designers to produce world-class design. I have also developed a 2-hour accessibility UX workshop and trained 200+ 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)
Accessibility
Product Design
A/B Testing
Front-End Development

software

Sketch
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