



(757) 342 - 5654



JJ@VERHINE.COM



WORK.VERHINE.COM



DALLAS, TX

## Product Designer at Photon 2024—

As Lead Designer, I guided Fidelity through a reimagination effort to first-time overhaul the flagship product for their internal Trading Platform, allowing Analysts & Managers to troubleshoot failed trades, then amend missing information needed for banks to process. Covering 9 divisions within the company including Global Fixed Income, Domestic Equity, FX and ETFs, each division provided me with 1-2 Analyst/Manager pairs to interview and to serve as stakeholders throughout the process. I conceptualized then prototyped new features where I fielded wishlist items & quality-of-life improvements from each division and chiseled away at novel & holistic solutions for those users, who sometimes have different interpretations of the same words. (*photon.com*)

## Product Designer at Data.ai 2021-2022

Sole Designer within the Labs product innovation team at Data.ai (*formerly App Annie*). Working alongside a Product Owner and a handful of React Developers and Data Scientists, our focus was iterating quickly on new concepts for new products with new sources of revenue. As part of the Labs team, we conducted preliminary design workshops with people from across the company to validate new product ideas, then quickly began designing then prototyping as part of core research and development. I was responsible for design and some frontend dev within the React environment. The first product we shipped as part of the larger suite of tools: *Contextual Audiences*. Leveraged data science to target similar apps without relying on IDFA. In addition to Contextual Audiences, my time was spent refining core elements of the design system, developing and maintaining Figma components, but also researching then visually composing insights found within In-App Purchases, Device data and Game Streaming data into graphical dashboards. (*data.ai*)

## Freelance UX/UI Designer & Front-end Developer 2017-2021

Yielded deep and ongoing engagements, most recently with Phenomenon contributing to the UX and UI for the KBHome account (*phenomenon.com*), with Green Feather building a lean design system from scratch (*gogreenfeather.com*), with At-Edge building a photographer portfolio service (*at-edge.com*), with Atomized on the product design for their flagship calendar app (*atomized.com*), and with The Boys & Girls Clubs of America on new community built for older teens (*bgca.org*). I also worked hand-in-glove all four years with an agency in Atlanta — Imbibe — on all of their front-end dev and art direction needs beginning in 2017. (*imbibe.info*)

## Art Director at VMLY&R 2014-2016

Initially joined Rockfish (*now known as VMLY&R*) as an Art Director to work on Ford.com, led by the good people at Team Detroit (*now known as GTB*). The role was essentially a UI Designer. Other conceptual work included Valvoline, Sunrun, P&G, Wrigley, Mars, Publix, Walmart, Coca-Cola and MetroPCS. I had worked client services from a freelance capacity for years so this fulltime role was focused on keeping my visual design chops sharpened while using a documented hand-off to developers on the backend. (*vmlyr.com*)

## UX/UI Designer & Front-end Developer at McRae 2012-2013

I joined the team at McRae in 2012 to lead both UX/UI design efforts and custom WordPress development efforts. Full end-to-end design and development. Accounts included Midtown Consulting Group, Reynolds Plantation, MetLife & ForeverHome. (*mcrae.com*)

## Freelance UX/UI Designer & Front-end Developer 2009-2012

In 2009, I began a freelance consultancy with only Fran as a client. I challenged myself to establish relationships with Design Agencies local to Atlanta including IHG, FitzCo., Ogilvy & Mather, Turner Sports, Sparks Grove, IQ, Cadillac Jack, and Equifax. (*work.verhine.com*)

## Interactive Designer for Fran Tarkenton 2004-2009

For five years, I led the digital and print creative for a handful of companies under Fran, most notably Tarkenton Financial and GoSmallBiz. They are headquartered in Atlanta and very much operated on a day-to-day basis by the NFL Hall of Fame Quarterback. I was responsible for the design and development of all web sites and marketing materials, able to implement several content management systems and grasp a real-world understanding of the ins-and-outs of deploying open-source software at the enterprise level—notably WordPress & WordPress MU. We created a suite of web-based small business tools and I designed the UX and UI for them as well as their white-label counterparts. (*tarkentonfinancial.com, gosmallbiz.com*)

## Studied Design at The Creative Circus 2003-2005

I invested 2 years in the Design program at The Creative Circus, an Advertising & Design Grad School in Atlanta (now a part of VCU Brandcenter). I was able to nurture a love for typography and ran away with 8 awards, including Student's Choice. I developed skills in branding, illustration, print, packaging & bookmaking. Formed an understanding of design critique and rationale. I was invited to return to the school as an Instructor in 2010 to teach two separate development courses in the Interactive Dept. (*creativecircus.edu*)