

JOHN KUEFLER

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Senior UX Designer and Communication Arts Professional

I've worked with clients from global to local to create effective, [award-winning](#) business solutions. My user experience and web/app design focus over the past 15 years is built on a strong foundation as a creative director, designer/art director, video producer, photographer and digital marketing practitioner.



UX Design

- Strategy
- Research & Planning
- Persona Development
- User Testing
- Heuristic Analysis
- Information Architecture
- Journey Maps/User Flows
- Wireframes
- Hi-fidelity Prototypes



Visual Design & Content

- UI Design
- Digital Content Creation
- Presentation Design
- Video & Animation



Digital Production

- Dev Requirements & Dev Management
- Usability Testing, QA and UAT
- User Training Materials



Current

UX WEST, Wichita, KS

Founder/solopreneur providing UX services, digital content and communications consulting

Previous

Callahan, Lawrence, KS

A leading Kansas advertising agency (acquired by [BarkleyOKRP](#) in 2023)
Co-founder, EVP, Chief Digital Officer, Creative Director

The Denver Post

Advertising Designer



Education

- Rutgers University Advanced Technology Extension, Certificate, User Experience Design (UXD)
- University of Kansas, Integrated Humanities (coursework)
- Milwaukee Area Technical College, Graphic Design (coursework)



Tools

Axure, Figma, Photoshop, Illustrator, ScreenFlow, MS360, PowerPoint/Keynote/Google Slides, Jira/Confluence



Brand Experience

Airshare, American Century Investments, Blueprint Learning, Build-A-Bear Workshop, Capitol Federal Savings, Case IH, Children's Mercy Hospitals, Clay Lacy Aviation, Critech, Destination DC, Hill's Science Diet, CommunityAmerica, Elanco Animal Health, H&R Block, Menninger, Payless ShoeSource, SC Johnson & Son, Royal Canin, Schroeder & Tremayne, Southern Tire Mart, SCL Health, Sprint/T-Mobile, Tenneco Automotive, Toyota Motor North America, Tyson Foods, University of Kansas, Westar Energy