

## JOHN KUEFLER

785-691-5704 | [john.kuefler@uxwest.com](mailto:john.kuefler@uxwest.com) | [uxwest.com](http://uxwest.com) | [Work Samples](#)

### 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
- Writing
- Video & Animation



#### Digital Production

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



#### Current

##### **UX WEST, Wichita, KS**

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

#### Previous

##### **Callahan, Lawrence, KS**

*A leading Kansas advertising agency*

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, Adobe Creative Cloud (Photoshop, Illustrator), ScreenFlow, MS 360, Keynote, Jira, Slack, Miro



#### Brand Experience

American Century Investments, Blueprint Learning, Build-A-Bear Workshop, Capitol Federal Savings, Case IH, Children's Mercy Hospitals and Clinics, Clay Lacy Aviation, Hill's Science Diet, CommunityAmerica Credit Union, Elanco Animal Health, H&R Block, Kansas Department of Commerce, 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.