# John Sellers

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## PROFESSIONAL SUMMARY

Versatile and accomplished Product Designer and UX Developer with extensive experience in web, multimedia, and visual design. Proven track record of managing end-to-end development processes, consistently aligning outcomes with client goals and expectations. Specialized expertise in UX/UI design and development for in-store/online retail, creative enterprises, and consulting/government agency initiatives. Dedicated to enhancing user experience through well-crafted design thinking, research, and training documentation tailored to client needs.

## PROFESSIONAL EXPERIENCE

**Lead UX Designer**
Bank of America | Mar 2024 – Present
Lead UX design and front-end solutions for internal enterprise applications, improving usability and team efficiency.

• Drive UX strategy and team efficiency across complex workflows.
• Partner cross-functionally with product, engineering, and business teams to deliver cohesive, user-first designs and aligned with internal compliance, brand, and accessibility standards.
• Mentor engineers and champion best practices for usability, prototyping, and front-end development.

**Principal UX Designer & Developer**
Advance Auto Parts | Feb 2016 - Dec 2023
Designed and Developed UX/UI solutions for retail POS systems, B2B, B2C, and internal software applications.
• Coordinated the rearchitecting of the POS system, delivering a fully responsive solution that supported mobile, tablet, and desktop platforms.
• Led in-store UX research sessions to validate design decisions and uncover user pain points in real-world retail and commercial environments.
• Designed and developed a unified design system (Torque) using Figma and Storybook..
• Developed iterative design concepts and prototypes to guide product direction, communicate UX solutions, and stakeholder alignment.
• Streamlined team workflows by managing Jira/Confluence documentation for stories, timelines, and onboarding materials.

**Associate UX Designer**
Booz Allen Hamilton, Inc. | McLean, VA | Jul 2009 - Feb 2016
Created UX/UI solutions for internal and government agency websites, interactive touchscreens, and software applications.
• Designed cross-platform visual assets for print, web, presentations, and multimedia, ensuring cohesive brand expression across touchpoints.
• Delivered UX/UI solutions with CMS integration, enabling scalable, user-friendly product experiences.
• Conducted usability testing and validation to refine designs based on user feedback, improving product performance and accessibility.
• Created interactive eLearning products, enhancing user engagement and supporting product education goals.
• Collaborated on video and multimedia production to support product storytelling and feature demonstrations.

**Senior Graphic UI Designer**
ImageWorks Creative | Chantilly, VA | Jul 2008 - May 2009

Coordinated UI designs for front-end web development and content management system integration.
• Designed corporate brand identity, websites, and marketing collateral to elevate client presence and ensure visual consistency across platforms.
• Created web animations for hybrid websites, enhancing interactivity and user engagement through motion design.

## EDUCATION

**Virginia Commonwealth University (VCU)**
Bachelor of Fine Arts (BFA), Communication Arts & Design

## SKILLS

**Design & User Experience:** UX/UI Design · Interaction Design · Responsive & Mobile Design · Web & Product Design · Human-Centered Design · Design Thinking · Storyboarding · Prototyping · Information Architecture · Design Systems & Standards
**Research & Validation:** UX Research · User Testing · User Validation · Quantitative/Qualitative Data · Accessibility · Rapid Prototyping/Lean UX · Heuristic Evaluation

**Development & Technical Skills:** Front-End Development · Technical Requirements · Agile Development · Strategic Thinking · Scalable Design Solutions

**Strategy & Business:** Strategic Thinking · Stakeholder Engagement · Business Requirements · Workflow Diagram · eLearning · Branding · Marketing

**Communication & Collaboration:** Communication · Presentation · Collaboration · Visual Design · Illustration · Cross-Functional Team Collaboration

## SOFTWARE & TECHNOLOGY

**Design & Prototyping:** Adobe CC · Figma · Sketch · InVision · Axure · Balsamiq · Miro

**Development Tools:** VS Code · Sublime · Git · Bitbucket · SourceTree

**Frameworks & Languages:** HTML · CSS · JavaScript · Bootstrap · Material UI · Angular · React

**Collaboration & Platforms:** Atlassian (Jira, Confluence) · Articulate