

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 UI/UX design and development for automotive 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 Developer

Bank of America | Mar 2024 - Present

- Lead UX design and front-end solutions for internal enterprise applications, improving usability and team efficiency.

Principal UX 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 Developer

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 identities, 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

Development & Technical Skills: Front-End Development · Technical Requirements · Agile Development

Strategy & Business: Business Requirements · Workflow Diagram · Learning · Branding · Marketing

Communication & Collaboration: Communication · Presentation · Collaboration · Visual Design · Illustration

SOFTWARE & TECHNOLOGY

Design & Prototyping: Adobe CC · Figma · Sketch · InVision · Axure

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

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

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