



John Hudson (they/them)  
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As a UX designer, I am committed to creating engaging and intuitive experiences that delight users and achieve business goals. My passion for design extends beyond just aesthetics and into the realm of user psychology, where I strive to understand the needs and motivations of users to inform my design decisions.

**SKILLS** User Experience (UX) | User Testing | User Research  
 Information Architecture | UX Research | Graphics Design  
 Logo Design | Layout | Large Format | Typography | Branding

**TOOLS** Figma | FigJam  
 Illustrator | InDesign | Photoshop  
 Adobe Creative Suite

UX DESIGN PROJECTS

- Module App, Research Lead, Conceptual** Mar. 2023 (2 Week Sprint)
  - Conducted user interviews, C&C, heuristics, usability testing, and other research
  - Wireframing and prototyping for an app that onboards new users and helps them track progress on their homing buying process
- Design Packs, Project Manager, Web Redesign** April 2023 (3 Week Sprint)
  - Maintained deadlines for our team
  - Current web evaluation
  - Updated discoverability and built an onboarding process

EXPERIENCE

- Pacific Service Center, Portland, OR**
  - Graphics Manager** July 2021-Jan. 2023
    - Created a 3-tier Vinyl Installer training program that cut training time from 1.5 years+ to 6 months
    - Hiring for and coordinating for 4 sub departments (Install, Road Install, Production, and Design)
    - Standardized and documented to the training, best practices, and other processes
    - Ran a team of 15
  - Graphic Designer** Nov. 2019-July 2021
    - Interact with customers from concept all the way through the process ending with install in some cases
    - Branding for PSC
    - Designed for a wide range of clients on projects ranging from logos to full fleet design concepts
  - Graphic Installer** Sept. 2018-Nov. 2019
    - Install vinyl car and trailer wraps
    - Ran a team of 3-5
    - Was in charge of monthly safety meetings and ensuring we work in a safe environment that is up to OSHA standards
- Wolfson College, Graphic Design & Ticketing Admin., Oxford, UK** Dec. 2015-July 2016
  - Designed the website, social media campaign, collateral materials, and full branding
  - In charge of maintaining the ticket system back end, admin work, and customer service requests
- Zerista, Graphic Designer, Denver, CO [Hybrid]** Dec. 2014-May 2016
  - Branding a collection of collateral print materials for each trade show our app was at
  - Layout for white papers, infographics and many over side projects
  - Worked at the Zerista booth at trade shows offering tech/customer support
- Publication Printers Corp, Pre-Press Specialist, Denver, CO** Oct. 2014-May 2017
  - Worked in Prepress getting customer files ready for print
  - Color correction, press layout, quality control, and press checks
  - Direct mail data processing
- Emerson Market Art Show, Co-Founder, Denver, CO** Nov. 2012-Nov. 2014
  - Created a monthly art show that showcased local artists and local business
  - Coordinated with 15+ artists and 4-7 businesses a month
  - Design & marketing for each show
  - Averaged 150 attendees monthly

EDUCATION

- UX Design Certificate, General Assembly, Portland, OR** Jan. 2023-May 2023
- Bachelor of Arts in Graphic Design, Art Institute of Colorado, Denver, CO** July 2009- Sept. 2014
- Communications Cert. in Graphic Design, Kent Career Technical Center, Grand Rapids, MI** Sept. 2007-June 2009