



Juston Cole

✉ juston.cole@gmail.com

☎ 405.593.9018

Education

BFA Visual Communications

University of Oklahoma

August 2010 – May 2014

Manager's Essential Training

Wonderful Company L&OD

July 2023 – August 2023

Skills + Proficiencies

Product Management, Product Design, UI/UX Research, HTML, SASS, CSS, JS, Figma, Sketch, Adobe Creative Suite, Invision, JIRA, MS Power Automation, Wireframing, Excellent Communication Skills, Video Editing with Adobe After Effects, Studio and On-site Photography

Experience

Teleflora

3736 NW 36th St,
Oklahoma City, OK 73112

UI/UX Manager

February, 2023 – Present

- Collaborate with key accounts and stakeholders to define goals and establish scope of upcoming projects
- Obtain qualitative data through conversion rate testing, informing optimization efforts
- Ensure projects, websites, and features incorporate best user-experience practices and ADA compliance
- Estimate level of effort on incoming jobs and delegate human and technical resources as necessary
- Create and maintain standardized component library for consistent customer-facing experiences
- Formulate hypotheses for the execution of iterative multivariate testing based on results
- Onboard and train new employees according to Wonderful Way Values
- Lead regular Figma training sessions to familiarize Junior Designers with methodology
- Develop storyboards, mock-ups, and prototypes for effective communication of design ideas
- Advocate on behalf of users, establishing a user-first mentality among designers and developers

UI/UX Designer

November, 2018 – February, 2023

- Create and iterate on rough prototypes early in the design process to create confidence in a solution
- Design high-fidelity UI and UX specs to clearly communicate requirements to other business units
- Facilitate focus groups to inform decisions on projects in progress
- Design platform enhancements; including a tip feature (which brought in \$164,000 Christmas, 2023) for Teleflora shops, a new product page, and new standard template layouts
- Created a component library for use by the design team, allowing for faster iteration of our most common tasks
- Quality assurance of all websites coming out of development; checking for ADA compliance, functionality, and accuracy to the final high fidelity prototype
- Regularly present designs and research to team members, clients, developers and other stakeholders



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Junior Web Designer

July, 2015 – November, 2018

- Lead the design process with florists; from initial consultation, through an iterative design process, to coding, and final site implementation.
- Responsible for entering billing for custom templates and custom development hours
- Worked with the eMarketing Manager to learn extensively about SEO; what helped, what hurt, black-hat tactics, relevance, and how Google evaluates Core Web Vitals
- Demonstrated creativity, attention to detail, and efficiency in delivering project collateral within deadlines
- Create content for projects ranging from responsive email campaigns to coding custom html pages
- Hired to help transition from their outdated platform to a new Oracle based solution. In the process of that transition, I built prototypes of over 300 custom sites for coding by developers

Background

Nearly ten years in the service industry taught me many lessons; effective communication, the ability to listen, and to prioritize exceeding the expectations of my customers. At 30 years old, I discovered I was going to be a father. The next semester, I was enrolled at the University of Oklahoma. Four years and several late nights later, I completed my degree in Visual Communications.

Hobbies

Hiking, kayaking, painting miniatures, table-top gaming, traveling, cooking, design, drawing, reading biographies

Volunteer

Infant Crisis Center (May, 2021 & 2022), Central Oklahoma Camp & Conference Center (August, 2022), Norman Christmas Day Community Dinner Foundation (December, 2011–2023), Teleflora Activity Committee (2017–present)