



Juston Cole

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(405)593-9018

Education + Training

Bachelor of Fine Arts – Visual Communication

University of Oklahoma | Norman, OK

August 2010 – May 2014

Manager's Essential Training

Wonderful Company | Los Angeles, CA

July 2023 – September 2023

Skills & Tools

Design: Figma • Sketch • Adobe XD/Creative Suite • InVision
After Effects

Web: HTML • SASS/CSS • Basic JavaScript • Wordpress

Process: Wireframing • Prototyping • User Research
Accessibility (WCAG 2.1 AA)

Professional Experience

UI/UX Manager

Teleflora | Oklahoma City, OK

February 2023 – March 2025

- Developed platform help section that boosted user engagement by 27%.
- Defined and enforced WCAG-compliant UX standards across member sites and assets.
- Optimized billing workflows, reducing invoicing errors by 12%.
- Scoped projects and allocated resources to accelerate delivery.
- Designed and ran A/B tests that lifted mobile conversions by over 8%.

UI/UX Designer

Teleflora | Oklahoma City, OK

November 2018 – February 2023

- Led accessibility audits (W3C) to ensure inclusive experiences.
- Managed front-end builds in Agile sprints, delivering on time and budget.
- Launched a “tip” feature that generated \$164K in revenue over its first Q4 holiday season, 2023.
- Partnered with PMs and marketers to integrate user feedback into design strategies.
- Created wireframes, working prototypes, and mockups for new features.

Junior Web Designer

Teleflora | Oklahoma City, OK

July 2015 – November 2018

- Built responsive layouts and UI components with HTML/CSS/JS
- Tested and debugged interfaces to improve performance.
- Created wireframes and high-fidelity mockups.
- Improved site accessibility per WCAG guidelines.
- Collaborated on landing pages and digital assets for marketing campaigns.