

COLE WHITWORTH

Designer &
Visual Storyteller

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I create purposefully driven experiences through design. I work well in a collaborative environment and always perform with a high level of professionalism and with great attention to detail.

Education

University of Washington

Master of Communication- Digital Media

Sept. 2019 - December 2020, Seattle, WA

- Coursework focused on user-centered design, user research, brand storytelling, marketing & content strategy
- Developed skills and knowledge in multicultural marketing, crisis communication, brand values & creativity and UX

Savannah College of Art & Design

BFA in Photography / Minor in Graphic Design

Sept. 2005 - May 2012, Savannah, GA

- Graduated Cum Laude

Experience

Northwest Lineman College / UI Designer & Content Strategist

August 2021 - Present, Boise, Idaho

- Designs responsive and accessible user interfaces for the web that are visually compelling and intuitive to use
- Works and collaborates closely with developer during phases of design and after hand off to ensure the best experience is created
- Strategizes and produces content documents to be shared and used in collaboration with graphic designers to help leverage a strong foundation in design principles, usability, composition, content, imagery, and typography. Emphasis on the user/customers needs.
- Participates in various project meetings with stakeholders to shape and scope branding and design expectations
- Researches and implements UX best practices to stay relevant to the latest design trends and best practices
- Work with the cross-functional teams to translate business objectives into the most appropriate content
- Created a design system and high fidelity design mockups for Alexander Publications and their new website which was launched in February 2022.
- Writes using the brand and company voice and tone consistently through web content and other marketing material.

Wohletz Consulting & Advisory Services / UX, UI, & Visual Designer
March 2022 - USA

- Designed a custom logo and website
- Collaborated with business partners to help generate content that was accurate and reflective of their business and services
- Strategized to build the information architecture of the new website by assessing the companies target audience and their needs

Photography by Cole Whitworth / Photographer
May 2010 - Present, USA

- Photographer specializing in landscapes, lifestyle, portraits and events. Experience working in film photography
- Volunteered as a photographer for KEXP Live In-studio sessions where I documented live on-air sessions of musicians and artists and later taking their portraits
- Photograph selected and printed in a NYT bestseller book titled *Accidentally Wes Anderson* by Wally Koval. Prints also sold online on their website

Panda Lab, *Professional Photography Lab* / Social Media Manager
Jan. 2020 - Present, Seattle, WA

- Manages social media for a professional photography lab through a curatorial process of featuring customer and local photography work on Instagram and Facebook
- Selects quality photos to be shared on the lab's profile by searching through hashtags and direct tags from customers. Then contacts photographers through DM's and asks for permission and the right to feature their work
- Creates original content including employee portraits, photos of the lab, behind the scenes of the lab, etc.
- Organically grew Instagram follower count from 370 to over 1350 in a year and a half's time without any paid advertising
- Marketing and collaboration with Glazer's Camera in Seattle to promote a film of the month. Highlighted a selected type of film from Glazer's and customers could receive a discount on processing at Panda Lab with that featured film.
- Responds to customers on social media channels to provide accurate and timely information in response to their questions

Savannah College of Art & Design/ Assistant Director of Admission
Oct. 2013 - Sept. 2019, USA

- Identified and recruited high quality students while building relations with teachers, counselors, prospective students, parents and alum
- Delivered classroom and event presentations while also participating in college fairs, conferences and school specific events both on and off campus.
- Taught photography workshops all across the country as well as a one week summer course for high school students in photography at the school's Hong Kong location.

Skills & Tools

UX & UI Design / Figma / **Adobe Creative Cloud** / Invision / **Lucid Chart** / Generative & Evaluative Research / **Visual Design** / Communication / **Storytelling** / Collaboration / Passionate / **Learner**

Photo Recognition

Image selected and published in "Accidentally Wes Anderson" book by Wally Koval, "Ferry Puzzle" - October 2020

Image titled "Swimming Lessons in Hong Kong" featured in National Geographic's Your Shot online story titled "The Pool" - August 2015 (<http://yourshot.nationalgeographic.com/stories/pool/>)

2 photographs in the summer show titled "Landfall" at the Gutstein Gallery in Savannah, GA - June-August 2015

Images selected in the Hylton Juried Exhibition in Manassas - Manassas, VA, June 2015

Piece titled "Turtles in Pool" featured on feature shoot.com group show of Abandoned Pools - June 2015

Piece Titled "Abercorn Diner" - Savannah, GA June 2014 to August 2014 was selected and exhibited at the "Immediate Surroundings" Exhibition put on by the Savannah College of Art and Design in Savannah, GA, June - August 2014