**JOHN SELLERS**

**Richmond, VA 23227** | **(703) 338-4902 | johnsellers37@hotmail.com |** [**www.linkedin.com/in/johnsellers37**](http://www.linkedin.com/in/johnsellers37) **|** [**www.deraileddesign.com**](http://www.deraileddesign.com)

**PROFESSIONAL SUMMARY**
Highly experienced and proficient UI/UX Designer/Developer adept at creating visuals for Web, Multimedia, and Illustration. Recognized for navigating, start-to-finish, web development applications and delivering on client requirements and expectations. Known for specializing in Automotive Retail, Creative Business, and Government Agency UI/UX project initiatives. Passionate about crafting and delivering research and training documentation that supports client needs.

**AREAS OF EXPERTISE**

Concept Design | UI Design | UX Design | Responsive Web Design | Design Systems | Storyboards | Prototyping

Web Design | Front-End Web Development | Mobile Web | Content Management Systems | Agile Development

UX Research/Validation | User Testing | Documentation/Requirements | eLearning | Brand/Marketing

**PROFESSIONAL EXPERIENCE**

**Advance Auto Parts** | Richmond, VA **February 2016 - December 2023**

**Principal UI/UX Developer**

Designed/Developed UI/UX solutions for B2B/B2C eCommerce , POS system, and software applications.

* Project Lead on rearchitecting our point of sales system to fully responsive.
* Led in-store visitations for UX research and validation with commercial and retail clients.
* Designed/Developed unified design system (Torque) in Figma and Storybook.
* Prepared design concepts, storyboards, and prototypes for web application initiatives.
* Configured requirements and documentation via Jira/Confluence for project stories, timelines, and onboarding.

**Booz Allen Hamilton. Inc.** | McLean, VA **July 2009 - February 2016**

**Associate | Clearance: Secret**

Created UI/UX solutions for websites, multimedia touchscreens, and software applications.

* Designed for print, presentations, websites, multimedia, and video.
* Developed UI/UX designs and content management system integration.
* Conducted user testing and website validation on client sites.
* Designed and produced web-based training/eLearning course solutions.
* Involved in creating various multimedia projects with video production team.

**ImageWorks Creative** | Chantilly, VA **July 2008 - May 2009**

**Sr. Graphic/Web Designer**

Coordinated GUI designs for front-end web development and content management system integration.

* Designed for client identity, websites and various marketing solutions.
* Served as the Flash designer and animator for hybrid websites.
* Crafted client corporate brand identity and business collateral.

**ADDITIONAL RELEVANT EXPERIENCE**

Web Program Manager | Lansing Building Products | Richmond, VA

Graphic/Web Designer | DRS Technologies, Inc. | Alexandria, VA

Interactive Designer | Globecom Interactive, Inc. | Reston, VA

Graphic Designer | PowerTrust, Inc. | Reston, VA

Graphic/Web Designer | CycleShark, Inc. | Baltimore, MD

**EDUCATION**

**Bachelor of Fine Arts (BFA), Communication Arts & Design**

Virginia Commonwealth University (VCU), Richmond, VA

**SOFTWARE | TECHNOLOGY**

Adobe CC | MS 365 | Atlassian | Articulate | Axure | Invision | Sketch | Figma | VS Code | Sublime | SourceTree

HTML | CSS | JS | Bootstrap | MUI | Angular | React | Git