

# Josh Weihnacht

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## SUMMARY

I am a design leader who has been creating digital experiences and products for over 15 years. I specialize in understanding and designing for complex domains. I'm always interested in learning how people do their jobs and passionate about creating systems that make their work easier and more enjoyable.

## PROFESSIONAL

### **Principal Interaction Designer, Yahoo! Ads & Data, New York, NY**

June 2013 – Present

- Overseeing design for ad platforms. Mentoring a team of 4 designers.
- Led design for initiative to develop a system for creating, discovering, booking and tracking sponsorships. Launched an MVP in 6 weeks. Working with users and stakeholders across the organization including Sales, Account Management, and Properties. Drove continued development by creating wireframes, writing user stories, leading weekly sprint planning and prototyping using HTML/CSS/Javascript.
- Led design for various projects including a unified reporting platform, a unified data targeting platform and multiple client facing interactive PDF reports.
- Member of the Ads & Data Design Council. Working other design leads to establish a new design language and review and ratify design patterns for use across Ads & Data.
- Actively recruiting designers by reviewing portfolios, phone screening candidates and coordinating with internal recruiters and designers as the acting hiring manager.

### **Director of User Experience, SecondMarket, New York, NY**

Nov 2010 – Apr 2013

- Built and led a User Experience team in charge of Interaction Design, Information Architecture, User Research, Visual Design, Prototyping and the HTML/CSS Framework.
- Oversaw design for SecondMarket's businesses including Private Company, Community Banks, Funds, AngelList Partnership, Fixed Income and Bankruptcy Claims.
- Lead designer for Private Company, creating systems for managing transactions used by sellers, buyers, SecondMarket account managers and the issuer.
- Worked closely with Product Management on the product roadmap, creating and prioritizing user stories and defects.
- Incorporated Lean Startup/Lean UX ideas into the work process and company culture.
- Oversaw conversion of SecondMarket's site to a responsive design.
- Worked with Legal, Marketing, Sales, Trading, Account Managers and Executives.
- Helped establish and contributed to a live style guide in HTML/CSS to document our design system and drive consistency, reuse and efficiencies for designers and developers. This included visual references, code samples, and guidelines and rationale for usage.

### **Senior/Staff Interaction Designer, Yahoo! Advertising Products Group, New York, NY**

Sep 2008 – Nov 2010

- Lead designer for Demand in Apt, an Ad Exchange used by Yahoo! & 200+ Newspapers.
- Created wireframes and prototypes, guided other designers and set vision for Demand.
- User Experience Design Lead for an Apt release cycle: allocating resources, managing schedules, liaison with Project Manager, Product Management and Engineering Lead.
- Worked with Product Managers, Developers, QA, User Research, and other Designers.

**Consultant, Merck / Agile Partners, New York, NY**

Dec 2002 – Jul 2007

- Developed, enhanced, and maintained content management platforms and web apps.
- Worked on sites through out the software life cycle and multiple implementations.
- Created wireframes, sitemaps and advised others on creating a better user experience.
- Worked with Project Manager to determine requirements, scope, and time estimates.
- Clients within Merck included Merck.com, Merck Manual, Latin America & Canada.

**Senior Creative Developer, Viant, New York, NY**

Aug 2000 – Nov 2002

- Led teams of site developers to create cross-browser HTML, JavaScript, and CSS.
- Created wireframes, developed information architecture, and advised on usability.
- Clients included Merck, Lehman Brothers, IDC, and Merck Institute of Aging and Health.

**Site Developer & Information Architect, Freelance**

1997 – 2005

- Web Development and Information Architecture
- Clients include Jacksonville Museum of Contemporary Art, Arpad Baksa Architect P.C., University of Florida Department of Architecture and Welch Consulting Group.

**ACADEMIC****Carnegie Mellon University, Pittsburgh, PA**

Aug 2007 – Aug 2008

- Masters of Human Computer Interaction
- 4.1 GPA (out of 4.0)

**University of Florida, Gainesville, FL**

Aug 1995 – May 2000

- Computer Science B.S. with highest honors, Film & Media Studies B.A. with honors
- Art History Minor
- 3.96 GPA.

**TECHNICAL SKILLS****Design Tools**

InDesign, Photoshop, Illustrator, HTML Prototyping, OmniGraffle, Visio

**Usability / UX Methods**

Contextual Inquiry, Personas, Conceptual Models, Participatory Design, Concept Validation, Design Studio, Usability Testing, Service Design, Heuristic Evaluation

**Agile**

Scrum Master Certification, Feb 2011

**Languages**

JavaScript/jQuery, HTML, CSS, AJAX, Perl, JSP, Java, PHP, XSL, Ruby on Rails, SQL, RegEx

**PATENTS, HONORS,  
EXHIBITIONS &  
AWARDS**

- Patent for Digital Pathology System, US Patent WO 2011028606 20110310 issued in 2011
- Advertising Products Q2 Team Award for redesigning Apt Order Workspace, Yahoo! 2010
- William M. and Sue Goza Award for outstanding Art History paper, Univ. of Florida, 2000
- Media Centre d'Art i Disseny, 2nd International Show of Art in CD-ROM, Barcelona, 1999
- National Merit Scholar, Phi Beta Kappa Honor Society, Phi Kappa Phi Honor Society