

## John Hildenbiddle is an interactive designer, front-end developer, and technology consultant living in Seattle, WA.

### PROFILE

I have more than 15 years of experience in digital strategy, user experience, interface design, and front-end development. I have successfully led and executed at all stages of the project cycle — from creative brainstorming and needs assessment to design and development — for small startups and large enterprises in the US and Europe. I see the big picture, sweat the details, and provide a unique combination of visual design, application development, usability, and technical expertise.

### SUCCESES

- Co-founded and launched a technology start-up and saw it through a successful acquisition;
- Conceptualized, designed, developed, and drove adoption of a unified user interface framework for a family of award-winning traffic management and security appliances;
- Delivered a unified visual design and front-end codebase for web and Facebook applications, as well as white label daily deal and e-card platforms, for a leading social commerce service;
- Relocated to Italy to design, develop, and launch a nationwide daily deals service, and delivered early-stage design work on a European B2B and C2C social commerce project for one of Italy's most recognized brands.

### EXPERIENCE

#### **High Kick Creative, Inc.** Founder and Principal (2011 - Present)

High Kick Creative is an interactive design, development, and consulting studio based in Seattle, WA. We work across multiple platforms to provide digital strategy, user experience, interface design and development services. Our process is iterative, responsive, and fueled by a love for what we do.

Client success stories include:

- Mozilla: Delivered dashboard design objectives, best practices, and user requirement analysis as well as an in-depth review of existing dashboard designs and interaction models to Firefox Analytics team.
- Wayfare Magazine: Provided research, analysis, and integration details for publishing digital travel magazine on web, iOS, Android, and Kindle Fire platforms.
- Meyer Wells: Designed and developed website for Seattle-based custom furniture maker using a customized CMS solution. Consulting services include: website and network management, social media consulting, SEO optimization, and off-site disaster recovery.

## **Wishpot / Venpop**

Director of User Experience (2010 - 2011)

Wishpot is an award-winning social shopping service that allows users to collect and share information about items found online and in stores, create wishlists and registries, and browse products selected by Wishpot Experts. Venpop is a social commerce service that provides merchants and retailers with Facebook and Twitter integration platforms, as well as white label wishlist, gift registry, daily deal, group purchase, and e-card solutions.

- Created visual designs, interactive UI toolkit, style guidelines, and high fidelity prototypes for end-user and retail customer offerings.
- Unified design and front-end codebase for Wishpot website and Facebook application (FBML).
- Delivered Venpop white label wishlist, e-card, and daily deal platform visual designs and front-end code.
- Provided visual design and front-end code for nationwide Italian daily deals service, GetBazza.com, using Venpop platform.
- Led early-stage wireframe and design work on a European B2B and C2C project for The Mondodori Group — one of Italy's most recognized brands.

## **F5 Networks**

Senior User Interface Designer / Developer (2001 - 2010)

F5 Networks is the global leader in Application Delivery Networking, focused on ensuring the secure, reliable, and fast delivery of applications. F5's product family includes BIG-IP (application delivery and security), Enterprise Manager (hardware, software, and policy management and monitoring), FirePass (SSL VPN), and ARX (intelligent file virtualization).

- Led design and front-end development efforts across F5's award-winning family of enterprise network appliances.
- Conceptualized, designed, developed, and shipped a unified user interface framework, which seamlessly integrates applications developed using disparate technologies into a single application window. This framework was adopted across the organization by all product teams to provide a common visual design and interaction model while substantially increasing performance and reducing development time and cost.
- Drove adoption of unified user interface framework, visual design guidelines and usability best practices across F5 development teams (Seattle, San Jose, Lowell, Belfast, Tel Aviv).
- Created and maintained high-fidelity, interactive prototype for BIG-IP and Enterprise Manager family of products. These prototypes served as user interface specifications throughout the Agile development process.
- Provided visual design of Firepass VPN clients for Mac and Windows, as well as design and front-end code for browser-based connections.
- Worked with senior staff members and collaborated with teams across the organization on a variety of highly visible projects including: project roadmaps and strategy, branding and visual consistency, framework architecture, technical publications, training materials, and usability testing.

## **Wishlisting**

Co-founder, Designer, Developer (2007-2008)

Wishlisting is a free universal wishlist and comparison shopping service designed to make the gift giving and receiving experience simple and fun. Users enjoy price comparisons and automated price drop alerts, along with product reviews and the ability to browse items found by other users.

- Executed shared vision from concept to launch.
- Provided all visual designs and front-end code.
- Successfully negotiated acquisition of Wishlisting by Wishpot, which was finalized on July 1, 2008. Details can be found here: <http://blog.seattlepi.com/venture/2008/07/25/wishpot-acquires-wishlisting>

## **Eltrax Systems, Inc.**

User Interface Designer / Developer (1999 - 2000)

## **IKON Technology Services**

User Interface Designer / Developer (1997 - 1999)

## **Realty.com**

Director of Productions (1996 - 1997)

### SKILLS

#### **Experience Design**

interface design  
interaction design  
information architecture  
interactive prototyping  
usability testing, user research  
wireframing

#### **Development**

web / desktop / mobile / digital media  
html / html5  
css / css3 / less / sass  
javascript, jquery  
cross browser / platform compatibility and testing  
php, apache  
subversion, perforce, git

#### **Audio / Visual Design**

art direction  
graphic design, web design  
video production, audio engineering

#### **Strategy**

creative direction, content strategy, digital strategy  
competitive analysis  
project management  
social media

### EDUCATION

#### **University of South Carolina**

BA, Media Arts (1996)