



## John R. Hottle

Senior User Experience Architect

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### Core Competencies

- User-Centered design
  - Information Architecture
  - Mobile-First Responsive Design
  - Wireframing (Axure, Omnigraffle, Sketch)
  - Prototyping (Axure, Sketch)
  - Usability Testing
  - A/B & Multivariate Testing
  - Heuristics & Personas
  - User Research
  - Agile & Waterfall methodologies
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### Professional Experience

#### Cardinal Solutions | Senior II UX Architect | April 2017 – Present

- Worked directly with business leadership and stakeholders to identify current state business process flows and user flows
- Independently designed responsive user flows, wireframes, and a low-fidelity prototype for a proprietary EMR/EHR system
- Restructured navigational hierarchy using open and closed card sorting techniques (optimal workshop) for higher education client
- Provided conceptual wireframes and responsive design strategy assets for a large construction client

#### Rockfish | Sr. Experience Strategy Architect | February 2016 – April 2017

- Harvested business requirements, technical specs, API documentation, and developer feasibility to craft user-centric solutions for dual mobile platforms
- Designed and delivered solutions on both Android and iOS platforms for a feature rich mobile application
- Designed feature concepts in the form of flows, wireframes, design annotations, and various matrices
- Facilitated and served as team liaison for real-time collaboration of feature functionality with Android and iOS development teams
- Managed bug tracking and rapid resolution iterations during delivery sprint cycles
- Performed mobile device usability testing, including scripting, moderating, and results analysis
- Constructed and presented design solutions along with recommendations and rationales to client leadership

#### Cars.com | Interaction Designer | September 2013 – February 2016

- Facilitated mobile-first responsive redesign across multiple form factors
- Lead global pattern library and style guide architecture for site-wide redesign
- Redesigned custom CRM tool for account planning and account management
- Conducted A/B and multivariate testing of design enhancements
- Designed, wireframed, and prototyped winning concept for 2014 Hackathon
- Performed multi-device usability testing, including scripting, moderating, and results analysis
- Piloted CMS responsive redesign of editorial content
- Built user process flows, user stories and user-centered design
- Restructured information architecture and page flows

## Wiley Ed. Solutions | Business/UX Analyst | December 2012 – September 2013

- Conceptualized responsive design and architecture for online college application system
- Wireframed multiple iterations and facilitated efforts with contractors
- Completed heuristic reviews and usability testing
- Created user stories, use cases, process flows, and performed interviews and survey analyses
- Gathered requirements and created business documentation

## Accenture, LLP | Usability Specialist Analyst | October 2010 – November 2012

- Built insurance claims prototype screens used by 3,000 users daily
- Conducted iterative storyboarding, white-boarding, and rapid prototyping
- Created process flows and conceptual framework
- Performed usability testing and lead iterative prototype reviews
- Executed contextual inquiries and heuristic evaluations
- Documented requirements and formal business documentation

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## Education

Ball State University | MS, Information & Communication Sciences (2010)

Ball State University | BA, Telecommunications (2009)

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