

Jesse Whitmore

PRODUCT // DESIGN // CODE

✉ j.whitmore.mail@gmail.com

☎ 0421 907 903

PROFESSIONAL PROFILE

I am solution-focused with a proven track record of driving key business objectives. My expertise lies in taking problems and engineering best-in-class holistic solutions. This approach has led to a multi-faceted background in product, design, development, and leadership, as I do whatever it takes to reach my solutions.

I am equally at home optimising code or deep-diving data, as I am advocating for process or procedural strategic change. Whether on the frontlines or in planning, I thrive in problem-solving. Recently returning from a year-long global journey – from the jungles of Laos to the deserts of Rajasthan – I am recharged and excited to contribute my expertise to the next exciting project.

RELEVANT SKILLS

Exemplifying great **team leadership** by leading from the front, ensuring open communication. Recognized for late-night mentorship, fostering a safe space for discussing professional or personal challenges. Remains a go-to person for career advice, even after leaving PXYZ.

I am a **strategic thinker**, driving impactful decisions across large-scale organisational changes, product positioning, and brand campaigns. Noteworthy achievements include overhauling the Design Department at PXYZ, strategically positioning products like Velocity and Sliders, and crafting effective brand campaigns during my tenure at JCDecaux.

Known at PXYZ for holistic **problem-solving** solutions addressing primary objectives while simultaneously tackling related issues through my blend of foresight, analytical and creative skill sets.

At JCDecaux I was within the innovation department, and since my title always begins with 'Creative'. **Creativity and innovation** have always been integral to my entire professional career.

Proficient in end-to-end, data-driven **Product Lifecycle Management** at PXYZ and JCDecaux. Preference for overseeing all products and projects from initiation to deployment.

SKILLS

Team Leadership
Highly Analytical
Strategic Thinking
Innovation and Creativity
Creative Ideation
Creative briefing
Agile Environment
Automation Experience
UI/UX Design Experience
Product Management
Project Management
Public Speaking
Multi-Channel Intergration

Front-End Dev (JS)
Wireframing /
Prototyping (Figma & Miro)
Data-manipulation Experience
Dashboard Creation
Adobe Suite Design Expertise
Adobe Suite Video Confidence
Presentation Creation

Analytically driven decision-maker adept at transforming big data into actionable insights. Proven track record, including using Jira data for a comprehensive 2021 plan and presenting data-driven insights, the catalyst for promotion to APAC Design Lead.

Adept at **prioritising** multiple products and projects in dynamic, multi-disciplinary roles. Skilled in balancing short-term and long-term objectives, emphasising business importance.

Exemplified a **customer-first** approach through work on the Sliders product at PXYZ. Conducted in-depth analysis of company queries and pain points, enhancing the product to cater to users of all technical skill levels, both internal and external.

WORK EXPERIENCE

PLAYGROUND XYZ — 2019 - 2023

Product Manger // Head of Design
APAC Design Lead
Creative Technologist

JCDcaux Australia — 2015 - 2019

Creative Solutions Head Digital Project Manager
Creative Solutions Project Manager
Graphic Designer

ANZ Wealth Division — 2012 - 2015

Snr. Second lvl Data Quality Support Specialist
Second lvl Data Quality Support Specialist
Customer Support Specialist

EDUCATION

University of Wollongong — Graphic Design & New Media Arts
Double Bachelor Degree in Graphic Design & New Media Arts

Cert IV in Small Business Management

AWARDS / ACHIEVEMENTS

Best of Best Nominee
B&T award

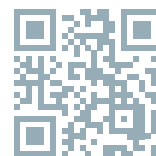
PLAYGROUND XYZ
Biggest Hustler award

JCDcaux Australia
Employee of the Month

World first OOH
Dynamic Digital price
point campaign for
Amazon

PORTFOLIO LINK

j-whitmore.com



Est. Link for PDF
viewer to follow them

References supplied upon request

J Whitmore