

Jesse Whitmore

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PROFESSIONAL PROFILE

I excel in solving problems and engineering best-in-class holistic solutions for customers' needs. With 7+ years of experience and a multi-disciplinary background, I shine working with cross-functional teams to complete the task required.

I am recharged and excited to contribute my expertise to the next exciting project after returning from an around-the-world journey – from the jungles of Laos to the deserts of Rajasthan.

WORK EXPERIENCE

PLAYGROUND XYZ — 2019 - 2023

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

JCDecaux 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

CAREER HIGHLIGHTS

- Built, led and managed a creative team from start-up to acquisition by GumGum, upping the level of excellence within the rich media space.
- Created new format to runaway success, with across the board buy in from all stakeholders. Launching so well it broke the internal measurement model triggering a rethink on measuring attention. Product current is third most popular and brings in 12million p.a.
- Modernised the client-facing ad creation platform, granting powerful tools once locked behind highly technical knowledge, while improving the tools for those with know how. Increasing use by 55%.

Skills

Team Leadership
Highly Analytical
Strategic Thinking
Product Management
Research & development
Automation Experience
Agile Environment
Public Speaking
UI/UX Design Experience
Innovation and Creativity
Creative Ideation
Creative briefing
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

- Created a roadmap encompassing procedural, process, restructuring, and tech adaptations that lead to my promotion to head of design within ten months of working at the company.
- Created a DOOH campaign for Amazon that was a world first, displaying live Black Friday sales prices.
- Product designed highly optimised UI/UX workflow tools for the design team tackling problems faced, fostering a far more innately collaborative nature within the team.

RELEVANT SKILLS

Extensive **cross-functional collaboration** throughout my career, with a commitment to understanding various team roles. I believe effective collaboration stems from a comprehensive understanding of each team's responsibilities and tasks.

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.

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.

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.

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.

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.

EDUCATION

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

Awards / Achievements

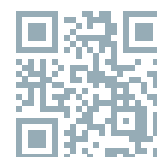
Best of Best Nominee
B&T award

PLAYGROUND XYZ
Biggest Hustler award

JCDecaux Australia
Employee of the Month

World first OOH
Dynamic Digital price
point campaign for
Amazon

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Exc. Link for PDF
winners to follow them

References supplied upon request

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