



 **0421 907 903**

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

Senior Second level Data Quality Support Specialist
Second level Data Quality Support Specialist
Customer Support Specialist

CAREER HIGHLIGHTS

- For Playground XYZ, an ad publisher tech company, I created a new format with exceptional buy-in. The launch went so well that it broke the internal measurement model triggering a complete rethink of how the measurement worked. The product is currently the third most popular in the field and brings in 12 million p.a.
- Built and led a creative technologist team from start-up to acquisition. Significantly improved teams output, and efficiency through process, policies and mentorship cementing Playground XYZ as an industry leader in creative executions.

Product Management

- Vision & roadmapping
- End-to-end management
- Positioning & strategy
- Product ownership
- Stakeholder relations
- Risk & opportunity mapping

Customer Centricity

- Competitor landscaping
- Persona segmentation
- User story & mapping
- User research & interviews

Product Design

- Design thinking
- Wireframing & mock-ups
- Low-fidelity prototyping
- UI/UX design
- Web development
- Responsive design
- A/B testing

Data & Analytics

Dashboard creation
Data cleansing & analysis

Tools & Methodology

- Atlassian suite
- Agile methodology
- Adobe Creative suite
- Figma & Miro

- Created a Digital Out-of-Home ad campaign for Amazon that was a world first, displaying live Black Friday sales prices only possible through deft stakeholder management and evidence of robust solution.

- Modernised codepen style ad creation platform to better meet internal and external customers' need. New features significantly improved no-code options providing better UX, while also improving technical environment. Resulted in 55% increase in use by external customers.

STRENGTHS & VALUES

Transparency and Advocacy

I prioritise transparency and proactive comms with stakeholders, ensuring they are informed and engaged at every stage. I advocate for the product's success, anticipating and addressing issues early.

Technical Skills

With a background in design and development, I bridge the gap between technical and non-technical teams extremely effectively. My skills allow me to troubleshoot minor issues independently, reducing the burden on busy teams.

Lead from the Front

I lead by example, ensuring that my involvement is hands-on and supportive. I focus on removing obstacles, no matter how small, to empower my team to work efficiently and effectively.

Lean Design

My start-up experience has taught me the importance of lean MVP design and avoiding tech debt. I focus on balancing lean design with thorough planning to ensure efficient, scalable solutions.

Idea to Launch

I have extensive experience guiding products from ideation to launch. My involvement in every phase, from research to go-to-market strategy, ensures a deep understanding of the product and its purpose.

Strategic Mindset

I approach every project with the future in mind, ensuring that designs are efficient, lean, and future-proofed. This mindset helps in creating robust solutions tailored to maximise nice to have with well-considered contingencies.

EDUCATION

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

Awards / Achievements

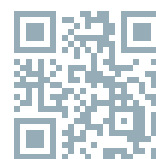
Best of Best Nominee
B&T award

PLAYGROUND XYZ
Biggest Hustler award

JCDecaux Australia
Employee of the Month

World first OOH
Dynamic Digital price
point campaign for
Amazon

j-whitmore.com 



Get link for PDF
resumes to follow them

References supplied upon request

J Whitmore