

Lindi Wheaton

Sr. UX/UI Designer

Seasoned Sr. UX/UI Designer with over 15 years of experience delivering user-centered, intuitive digital solutions. Expert in transforming complex business requirements into impactful user experiences and deliver top-quality results. Responsible for leading cross-functional projects, design websites, enterprise portals, internal software, mobile applications and service as a solution platforms.

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WORK EXPERIENCE

Sr. UX/UI Designer

Cedar Rapids Steel Transportation, Inc.

03/2020 - 01/2025

Cedar Rapids, Iowa

Led the design and management of UI/UX for three logistics applications: Vantage, Compass and Driver F1rst Mobile Application.

Overview

- ◇ Vantage is an internal application designed for scalability and used across multiple departments, including human resources, safety, and sales. Streamlined dispatch workflows and improved load visibility. Partnered with dispatch teams to map user journeys and design a responsive, role-based dashboard, reducing errors and boosting load assignment speed by 18%.
- ◇ Designed Compass, a streamlined version of the platform for freight brokers, enabling real-time load tracking and booking for external partners — boosting customer satisfaction and unlocking a new revenue stream.
- ◇ Served as the lead designer for Driver F1rst Mobile Application that enabling truck drivers to manage pay, book loads, and receive updates while on the road. Focused on mobile-first design, intuitive navigation, increasing driver engagement and reducing employee turnover by 26% within one year.
- ◇ Constructed the Driver F1rst Mobile Application, marking a significant milestone for CRST. Collaborated closely with product owners, architects, developers, business teams, stakeholders, and truck drivers to bring it to fruition. Achieved a 23% reduction in truck driver turnover through the Driver F1rst Mobile Application, enhancing driver retention and streamlining day-to-day tasks.
- ◇ Produced high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
- ◇ Designed the Compass, CRST's first logistics application for freight brokers, which enhances connectivity between shippers and carriers, ensuring the timely and secure delivery of freight.
- ◇ Created centralized and secure platform within the CRST organization designed to streamline freight management, track loads, book shipments, and provide access to essential resources.
- ◇ Maintained clear and effective documentation, including product requirements, roadmaps, and release notes. Communicated product progress through timely updates and insights to senior management.

Contact : Grant Goodale (Direct Manager) - grantmgoodale@gmail.com

WORK EXPERIENCE

User Experience and Website Designer

Stamats

02/2018 - 02/2020

Cedar Rapids, Iowa

Collaborated with development teams and stakeholders to ensure the smooth integration of design concepts into functional web solutions. Gathered valuable insights through user research, surveys and usability testing.

Overview

- ◇ Created wireframes, prototypes, and high-fidelity mockups to visually communicate design concept.
- ◇ Produced responsive designs for multiple devices (desktop, tablet, mobile) ensuring accessibility and Americans with Disabilities Act compliance.
- ◇ Designed intuitive and consistent navigation systems for academic institution websites that incorporate learning platform in financial aid, tuition, degrees, course enrollment, housing, campus life and alumni.
- ◇ Conducted user research and usability testing, synthesizing feedback into actionable design improvements.
- ◇ Launched website user interfaces and landing pages with search engine optimization.

Web and User Experience Designer

Channel Fusion

08/2009 - 06/2016

Hiawatha, Iowa

Responsible for creating visually engaging, functional ad builders and analytics portals that aligned with client needs and business objectives. Collaborated with cross-functional teams to deliver responsive, user-friendly sites that effectively communicated brand messaging and enhanced user engagement.

Overview

- ◇ Adhered to brand standards, accessibility standards, and design best practices.
- ◇ Created wireframes, prototypes, and high-fidelity mockups to present design concepts to potential clients and senior management.
- ◇ Performed user acceptance testing.
- ◇ Created user flows, user journey, storyboards and site mapping.

HONOR AWARDS

Best in Show Winner (01/2019)

Folio: Eddie and Ozzie Awards

- ◇ Created the award-winning MeetingsToday.com website.

EDUCATION

Internet Administration

Associates Degree from Northeast Iowa Community College

09/2006 - 05/2008

Peosta, Iowa

Graphic Design

Associates Degree from Northeast Iowa Community College

09/2004 - 06/2006

Peosta, Iowa

CERTIFICATES

User Experience Management: Strategy and Tactics
(10/2018)

Top 10% of class

User Experience: The Beginner's Guide (06/2018)

Top 10% of class



CERTIFICATES

Human-Computer Interaction – HCI (03/2019)

Conduct Usability Testing (07/2018)

PORTFOLIO

www.lindiwheaton.com