

## JOHN KUEFLER

### User Experience and Digital Marketing Communications Professional

4601 Merion Ct  
Lawrence, KS 66047  
785-691-5704

[jk@johnkuefler.com](mailto:jk@johnkuefler.com)

[www.johnkuefler.com](http://www.johnkuefler.com) | UX Portfolio: <http://johnkuefler.com/ux/>

[www.linkedin.com/in/johnkuefler](http://www.linkedin.com/in/johnkuefler)

### SUMMARY

- Expert in all aspects of user experience design (UX): user research, persona development, user flows, information architecture, wireframing, prototyping, UI design, requirements documentation
- Knowledgeable in a broad range of digital communications: strategy, web development, content marketing, social media, mobile, online advertising, search marketing, email, analytics, project management
- Creative; self-motivated; solid decision-maker; big-picture view yet very detail-oriented
- Natural leader, go-to person; work well independently and in teams

### AREAS OF EXPERTISE

UX design, website and web application development; digital marketing, SEO, PPC, email, content marketing; strategic planning; traditional and digital media; corporate communications; graphic design, film/video, audio, photography, copywriting, web content management, presentation development

### SELECTED ACCOMPLISHMENTS

- Lead project architect and user experience designer for the complete revamp of the Westar Energy website ([westarenergy.com](http://westarenergy.com)). Consolidated three sites and 800+ pages into one site with vastly improved user experience. The updated site was named one of the top three utility websites in the J.D. Power and Associates 2015 *Utility Website Evaluation Study*.
- Responsible for strategy and implementation of integrated online marketing programs (web, PPC, SEO, social media, banner ads) for CommunityAmerica Credit Union ([cacu.com](http://cacu.com)) that contributed to exceeding the client's new account acquisition goals by 200%.
- Conceptualized, designed and launched the Simplicity Center™ iPad app for seniors ([simplicitycenter.com](http://simplicitycenter.com)). The app provides seniors – especially those with dementia or other age-related challenges – with a safe and simple user experience. Protects them from spam and online scams.
- Led the strategic and technical development of an online print management web application used by Toyota Graphics and Print Purchasing ([TGPPonline.com](http://TGPPonline.com)). The tool is a key efficiency component in the workflow between Toyota Motor Sales USA (Toyota, Lexus and Scion) marketing, legal and regulatory departments, and TMS agencies and printers.
- Led strategic recommendations for enterprise marketing asset management system at Toyota Motor Sales USA, including stakeholder assessments, end user research and MAM partner identification/evaluation.
- Conceived, designed and implemented web-based productivity tools to automate repetitive marketing processes for Sprint, resulting in an annual cost savings to the client of \$100,000+.
- Chief information architect and user experience designer for KansasWorks.com career planning features, potentially saving the state \$500,000 per year by replacing a SaaS contract with a home-built solution.

## **JOHN KUEFLER**

Page 2

### **EMPLOYMENT**

#### *Current*

Callahan Creek, Inc., offices in Lawrence, KS; Rancho Dominguez, CA; and Plano, TX  
60-person advertising/marketing agency  
EVP, Chief Digital Officer

#### *Previous*

Admark, Inc., Topeka, KS  
Creative Director

The Professional Advertiser, Inc., Topeka, KS  
Managing Art Director

The Denver Post, Denver, CO  
Advertising Designer

### **PUBLIC SERVICE**

Five years as board member of The Marian Clinic, an indigent health care clinic.  
Served on the Topeka Youth Symphony parent advisory committee.  
Have provided pro bono work for many non-profit organizations.

### **AWARDS AND RECOGNITION**

AAF (American Advertising Federation) 9th District; IABC (International Association of Business Communicators); J.D. Power and Associates; The Telly Awards; PIA (Printing Industries of America); Cellular Telecommunications Industry Association; Silver Microphone Awards; National Composition Association; American Gas Association Public Relations Awards; Kansas City Direct Marketing Association; Wisconsin Associated Press Photographers Association; Milwaukee Ad Club; Milwaukee Society of Communication Arts; Racine Ad Club; Simpson Papers; French Paper; Strathmore Paper Gallery; Spangler Masterpiece Awards; awarded the Silver Medal for lifetime achievement by the Topeka Advertising Federation (AAF)

### **EDUCATION**

Rutgers University Advanced Technology Extension, Certificate, User Experience Design (UXD)  
University of Kansas, Integrated Humanities courses  
Milwaukee Area Technical College, Graphic Design

# JOHN KUEFLER

Page 3

## SUMMARY

---

<b>User Experience Design</b>	<i>Research, contextual inquiry, personas, user flows, information architecture, wireframing, prototyping, user testing, requirements documentation</i>
<b>Content Marketing</b>	<i>Strategy, writing, visual design, hands-on execution</i>
<b>Website &amp; Application Design</b>	<i>Business analysis, roadmapping, system architecture, project management</i>

## HANDS-ON CREATIVE & TECHNICAL



*Tools*

---

UX design (IA, prototyping, user testing)  
Web content creation, content management  
Presentation design  
B2B content marketing/writing  
UI design, digital content design

*Axure, Lookback, UserTesting, Camtasia, CrazyEgg  
Photoshop, WordPress, Drupal, Sitecore, Magento  
Keynote, PowerPoint, Acrobat  
Word, GatherContent  
Photoshop, Illustrator*



*Tools*

---

Web design  
Video editing, motion graphics  
Audio recording/editing, podcast production  
Marketing automation, email, CRM  
Data

*Photoshop, Illustrator, Acrobat  
Screenflow, Keynote  
GarageBand, Rev, Libsyn  
Act-On, MailChimp, Emfluence, others  
Google Analytics, Excel*



*Tools*

---

Web design & development  
Organic/paid social: Facebook/Instagram/Twitter/LinkedIn  
Print design

*WordPress, light HTML  
Tweetdeck, Hootsuite, Bitly, ShareThis, AddThis  
InDesign, Photoshop, Illustrator*

## SELECT CLIENT EXPERIENCE

---

American Century Investments, American Pet Nutrition, Build-A-Bear Workshop, Capitol Federal Savings, Case IH, Children's Mercy, Colgate/Hill's Science Diet, CommunityAmerica Credit Unions, Eli Lilly/Elanco, H&R Block, Kansas Department of Commerce, Menninger, Nylabone, Payless ShoeSource, PetAg, SC Johnson & Son, Royal Canin, Schroeder & Tremayne, SCL Health System, Sprint, Tenneco Automotive, Toyota Motor North America, Tyson Foods, University of Kansas Athletics, Wisconsin Natural Gas, Westar Energy/Every