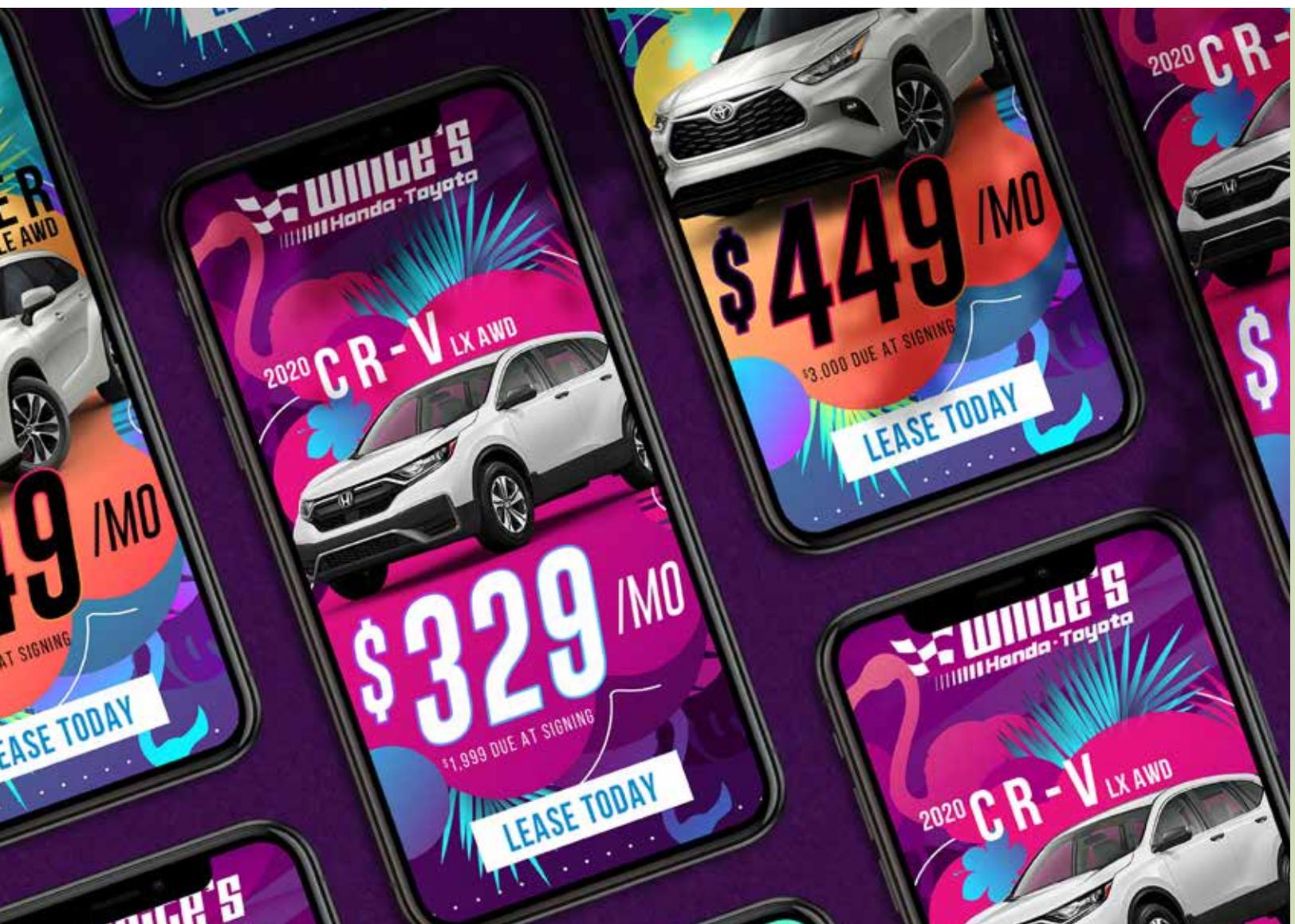


PORTFOLIO

GEO THORNTON



GEO THORNTON

UI/UX DESIGNER

EXPERIENCE 12 Years

LOCATION Dayton, OH



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geothornton09@gmail.com
www.geothornton.com

ABOUT ME

Experienced user interface and user experience designer, creative director, hybrid designer, and professional with over twelve years of experience, looking for the next step in my career.

EXPERIENCE

PRODUCT DESIGNER

KROGER 2022-2023

- Led UX Design for internal CMS, known as AMP.
- Led several initiatives to improve user experience within AMP, including multi-tenancy and name spacing, accessibility/usability for new users within AMP.
- Helped all product designers within Kroger's design space transition to Figma from Sketch.

UI/UX DESIGNER

WINSUPPLY 2021-2022

- Designed prototypes for web applications using Axure and Figma.
- Helped transition projects to Figma from Axure.
- Helped oversee major application modernization project across five teams.
- Provided consistency and mentorship as a member of multiple product teams.

DIRECTOR OF CREATIVE SERVICES

FOLLOW THE EYES / QUANTIFI DIGITAL 2016 - 2020

- Managed and helped grow a burgeoning creative department from one entry-level designer to four fully capable, efficient designers.
- Produced stunning, cutting-edge designs for over 45 clients nationwide, ranging from digital display to social media, web design, video production, email marketing and more.
- Led creative strategy for prospective client proposals, current clients, and more.
- Created digital display campaigns that helped serve as the front face of campaigns that maintained well-above industry average click rates.

EDUCATION

ASSOCIATE OF APPLIED BUSINESS IN ADVERTISING ART
THE MODERN COLLEGE OF DESIGN Kettering, OH 2009 - 2011

ADDITIONAL COURSES

EXPLORING CONSCIOUS LEADERSHIP
AILERON Tipp City, OH 2018 - 2020

PROFESSIONAL MANAGEMENT WORKSHOP
AILERON Tipp City, OH 2018 - 2020

ADDITIONAL EXPERIENCE

UX CONSULTANT
SPARKHOUND 2022

WEB DESIGNER
THE CONCRETE PROTECTOR 2021

WEB COMMUNICATIONS SPECIALIST
HEARTH PRODUCTS CONTROLS CO 2012 - 2016

SKILLS / COMPETENCIES



TABLE OF CONTENT

4
KROGER

8
WINSUPPLY

12
ELDORA SPEEDWAY

14
ALL SERVICE GLASS

16
EAST OF CHICAGO
PIZZA

18
WHITE'S HONDA
TOYOTA

NOTABLE CLIENTS

KROGER
WINSUPPLY
ELDORA SPEEDWAY
SKYZONE

EAST OF CHICAGO PIZZA
ALLIANCE ONCOLOGY
GIBSON TRUCK WORLD
ALL SERVICE GLASS

KROGER

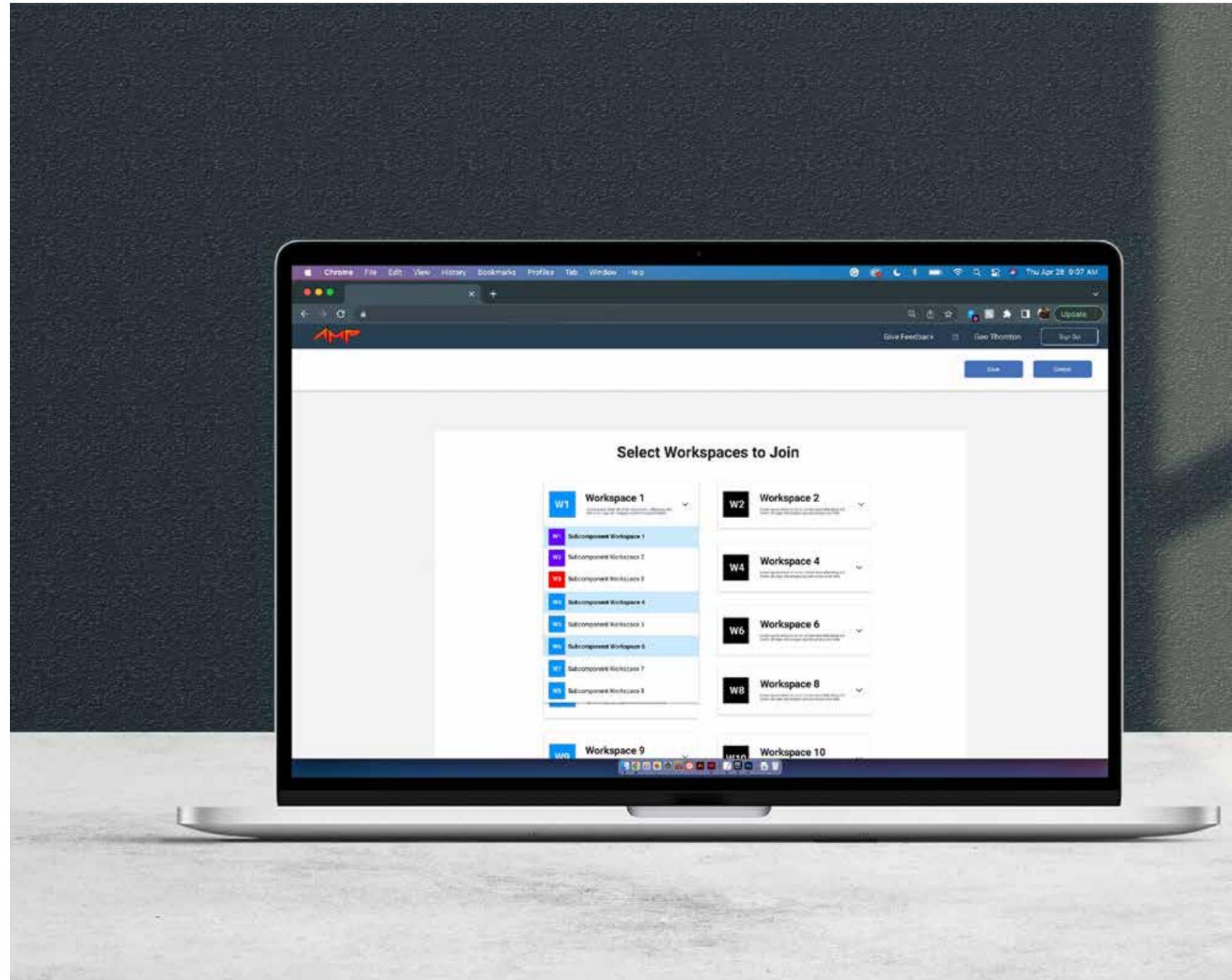
UX Design

AMP Namespacing

CLIENT:
Kroger

When I joined Kroger in early 2022, the AMP teams and their users had one pressing question - How do different pillars within Kroger segregate their data, roles, and permissions? And how might we make that a reality in a non-intrusive way for users?

The answer, while complex, can be simply called Namespacing. User tenancy within a space needed to be streamlined in a way that minimized strain on management but was simple to request for the user. If a user or a super-user has multiple tenancies, they need to be able to change with ease. I helped develop this concept from the ground up and development is set to begin in Q1 2023.

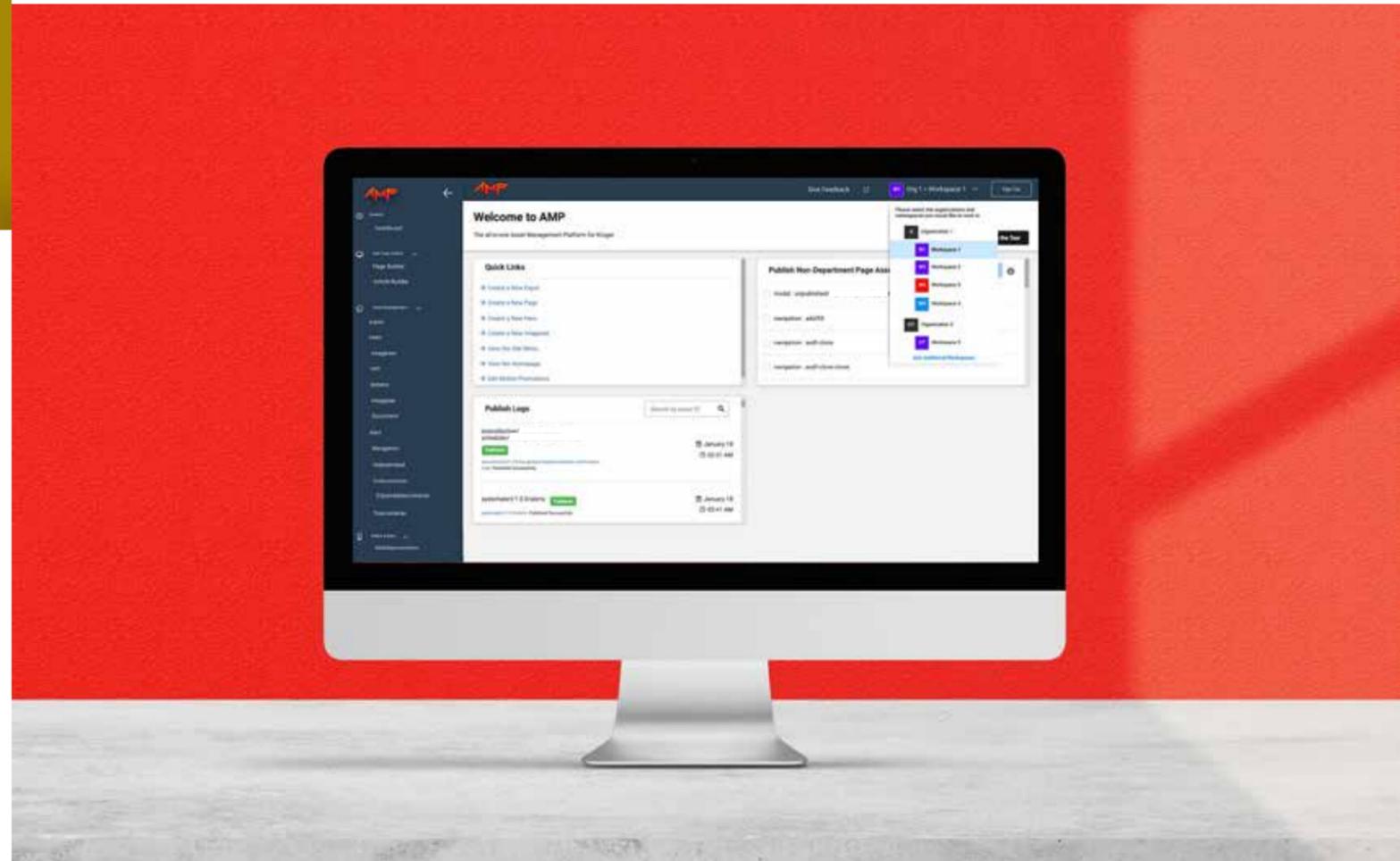




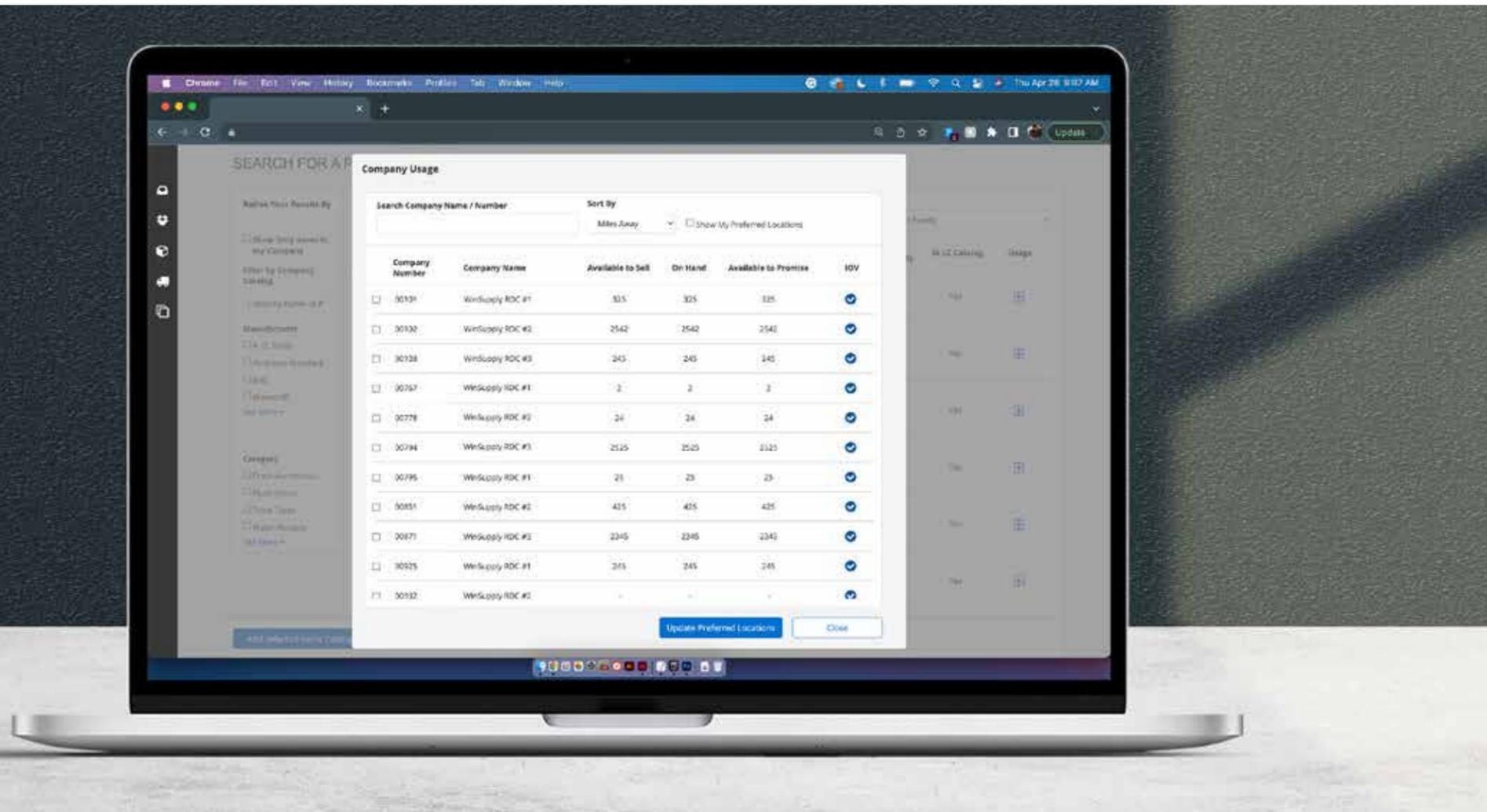
Namespacing Notes and Sketching

CLIENT:
Kroger

The process began with weeks of user interviews, developer discussions to determine scope, and a deep analysis of the platform, its capabilities, and user needs/desires. By the time sketching began on this project, a great deal was already known. When it came to determining user flow, the major pain point was what spaces would be organized by, and whether or not they would be nested.



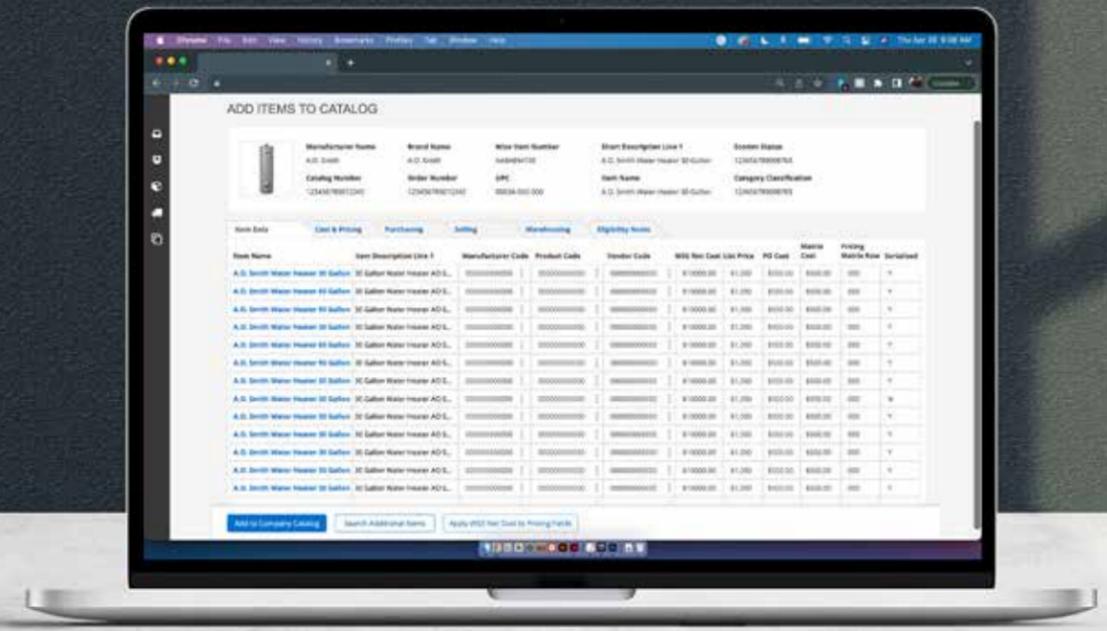
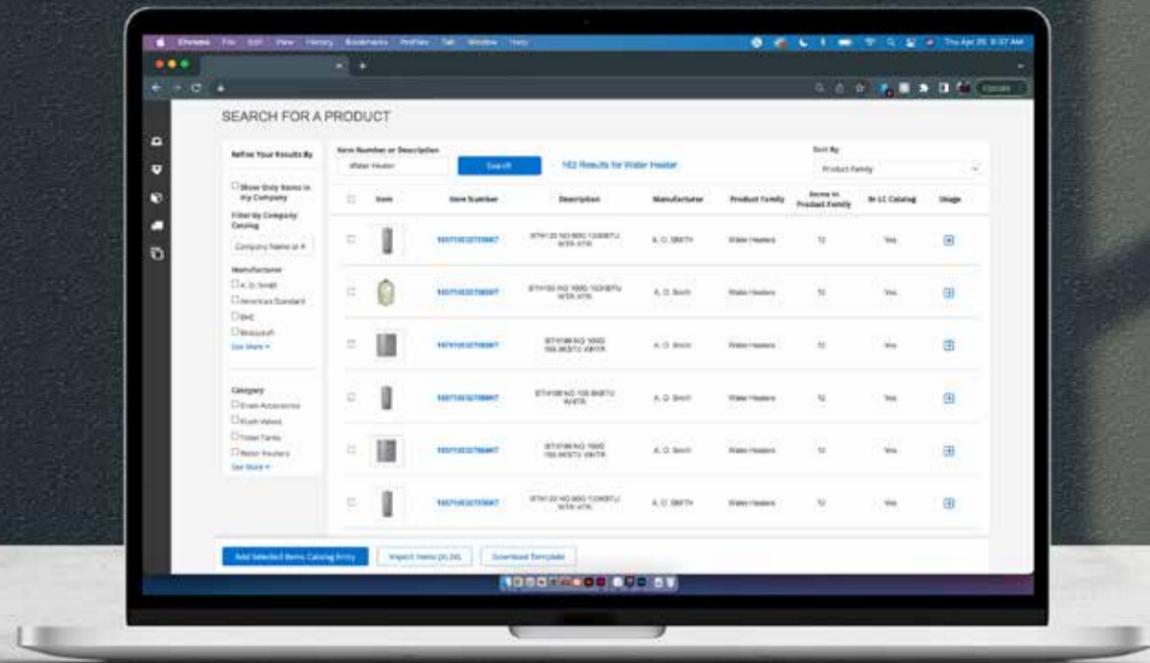
Winsupply UI Design



LiveShop Modernization

When I joined Winsupply in 2021, they were undergoing a massive technology modernization project. Winsupply is one of the nation's largest wholesale distributors of residential and commercial construction materials.

One of the major projects I took on in my time with the company was a rewrite of their internal inventory management system, also known as Live Shop. Win had attempted to get a rewrite of the program off the ground several times over the last ten years, and I consider it one of my greatest recent accomplishments to have been able to get a design approved and moving forward.



LiveShop

From the get-go, I knew interviewing users and gathering requirements would be of the utmost importance. One of the main reasons previous rewrites had failed was that the designs didn't take into account one of the main components that inventory managers wanted – Usage Statistics. I spent a lot of time interviewing users, sending surveys, and contacting managers making sure I nailed down exactly what fields were required in this app and what was actually MVP for the project.

Once this search architecture was ready to unveil, building the usage modal was the most important piece of this prototype. Users needed the ability to mark preferred locations near them, and the ability to see not only availability statistics, but whether or not an item was IOV, which means that the inventory item was stagnant and the Company they are buying from is eager to sell for a cheaper price. After nailing down the search prototype it was time for the real data monster - Adding the “shopped” items to company catalogs.

Finally, logic was added to ensure that when adding items to their catalog the user was able to add to all companies they manage. I added select boxes for any user who manages multiple catalogs to select what companies to add to.

This prototype was taken to Winsupply's national training meetings and presented to local companies across the nation. It was approved with minimal revisions and development has started as of March 2022.

ELDORA SPEEDWAY Full Service Design

2018 Rebrand

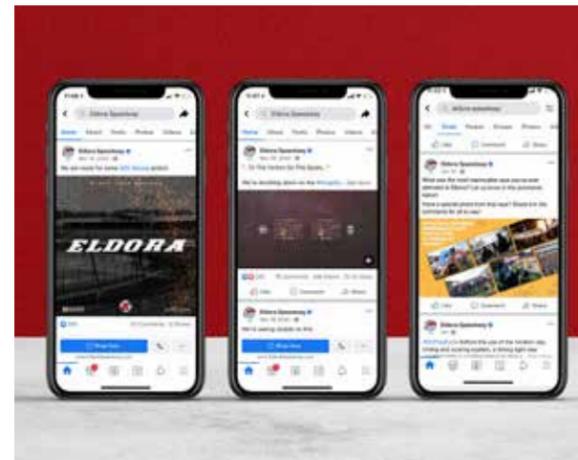
Tony Stewart's Eldora Speedway consistently requires sophisticated, integrated, audience-focused marketing plans, and with Follow the Eyes, I was challenged to develop and execute these graphics annually. Eldora holds the biggest dirt track races every year for sprint cars and late models and the fan base is unique to each type of car. Each metric worked together to create a cohesive ad campaign.

While working with Eldora Speedway, advanced purchases of tickets grew to an all-time high of 46 percent average for the major events. Non-racer messaging focused on family fun, low cost of attendance, and encouraged first time attendance. Walk-up attendance increased 12 percent for 2018.



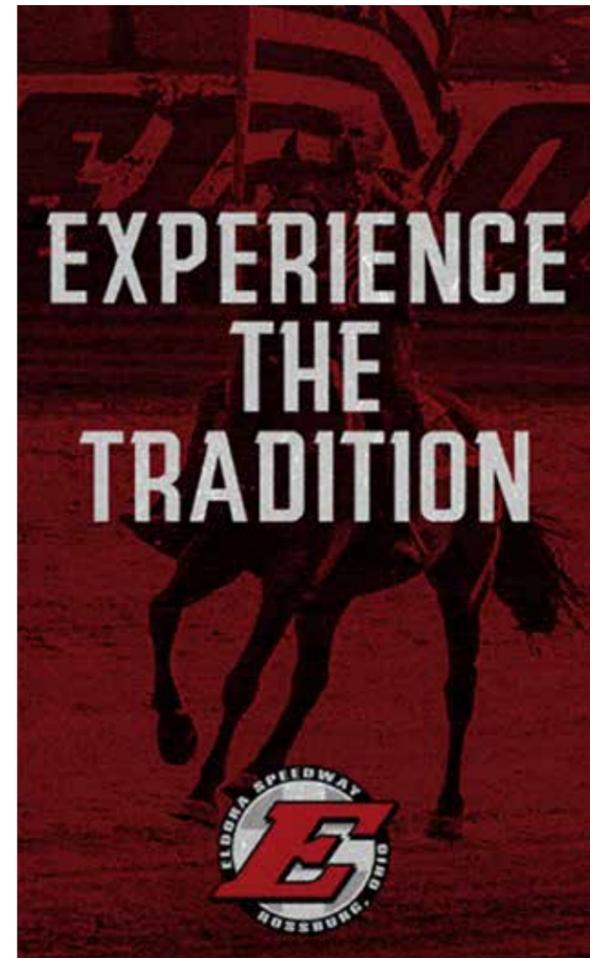
2020 FloRacing

Going into 2020, Eldora earned a broadcast deal on FloRacing and we shot all of the promotional video, created all display ads, and all social media design. The deal was a smash hit and Eldora is a continued mainstay on Flo going into 2023.

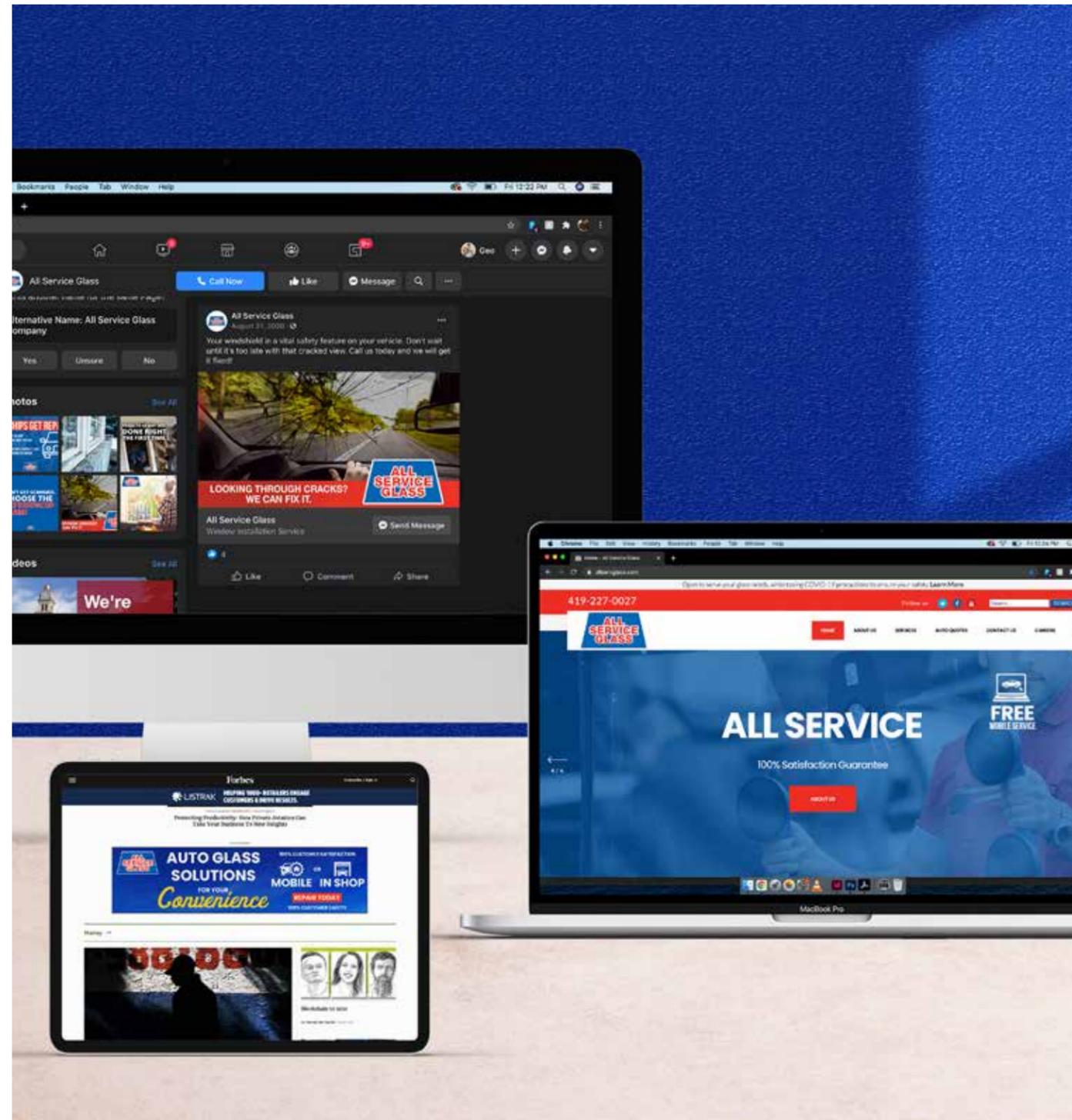


Digital Display

Digital Display ads were the bread and butter of my time at quantifi digital. Eldora's ads always pushed the limits of what one can do with a 200kb file size and always performed up to the effort they required. A huge portion of the attendance records set can be directly attributed to our cutting-edge ad performance.



All Service Glass Full Service Design



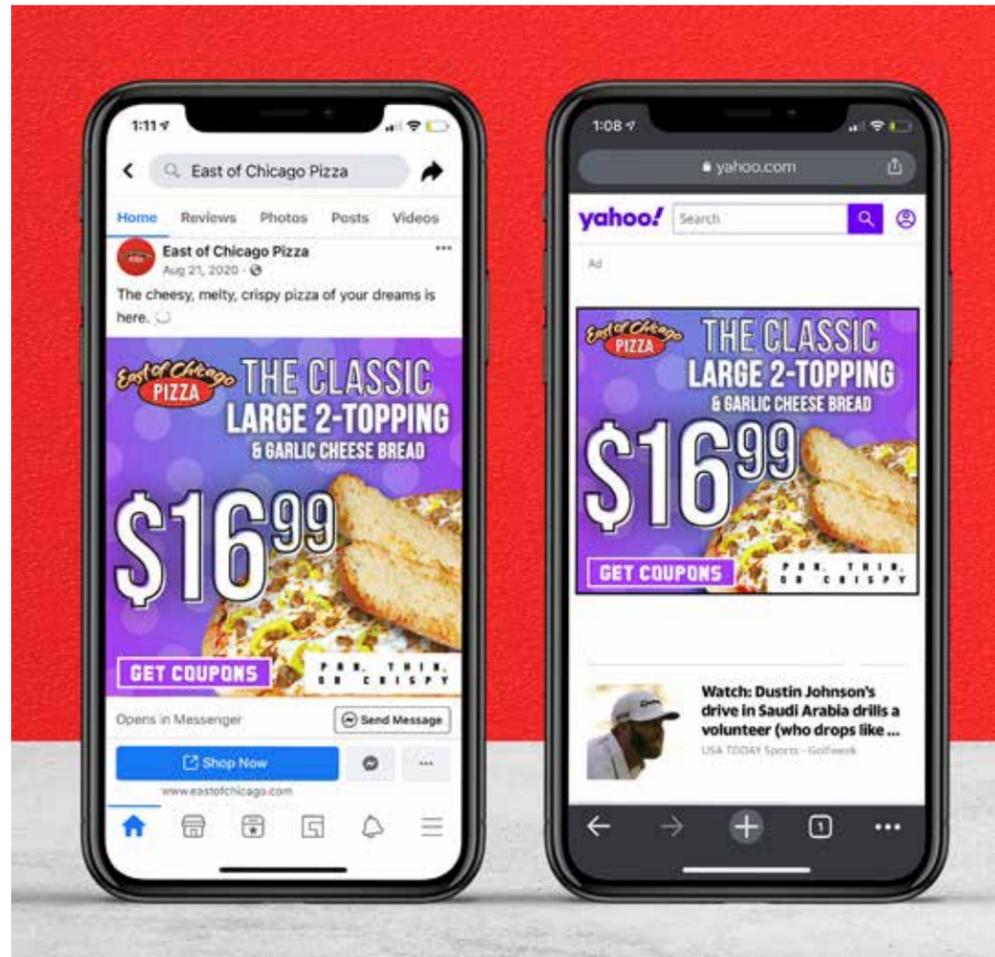
Website Redesign and Advertising Refresh

All Service Glass was one of Follow The Eyes' closest clients, and as Director of Creative Services, it was my duty to ensure they got the attention they needed to grow. From 2016-2020 I helped double their market share in the Northwest Ohio region.

The first step, underway when I arrived was a focused TV and digital campaign focusing on their quality of work. Next was an interactive website built to be informative and a tool for both promotion and insurance agents. Next we rolled out a highly focused digital campaign, including digital display, connected TV, social media, and search engine marketing.

Through my guidance, All Service Glass consistently improved their growth 34% year over year, experienced a 400% growth in revenue, and now exceeds 75% market share. Their brand recognition in the greater Lima area is undeniable and the company happily attributes that growth to my and Follow The Eyes' marketing efforts.

EAST OF CHICAGO PIZZA Design



Digital Display and Social Media Design

East of Chicago Pizza is a pizza chain local to Northwest Ohio and is a prominent, iconic brand to the Lima area. With Follow The Eyes I managed their corporate websites, built social media graphics, and animated digital display ads.

The strategies I helped deploy for East of Chicago have allowed them to focus on modernizing their efforts while keeping their footprint in the Northwest Ohio region. From joining Follow The Eyes in 2016 to leaving in 2020, East of Chicago grew by 17 locations and their net revenue increase for over 60 consecutive months.

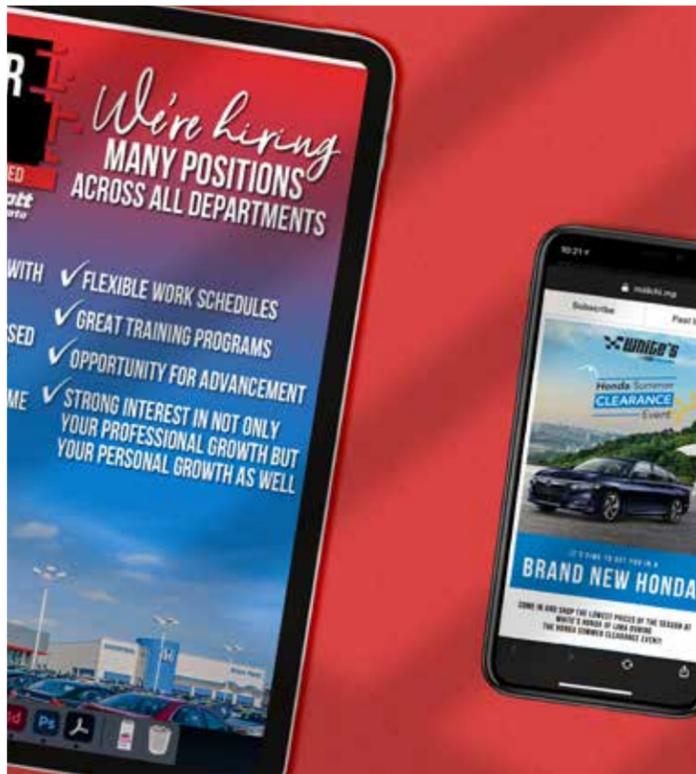
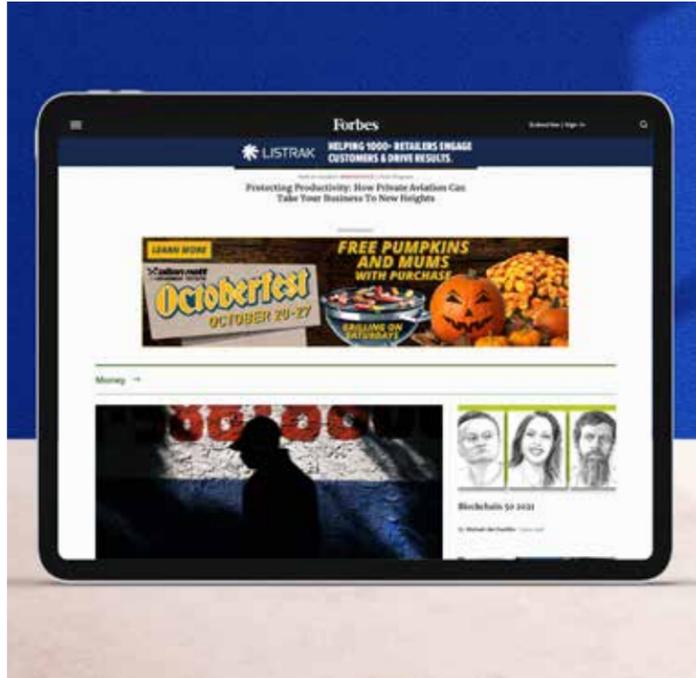
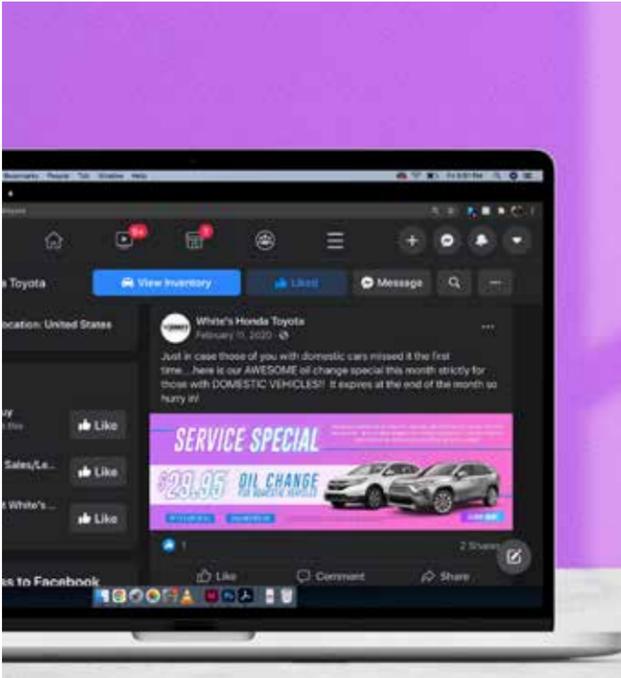


WHITE'S HONDA TOYOTA

Full Service Design

White's Honda Toyota of Lima (Formerly Allan Nott Honda Toyota) is the client I've worked most closely with during my tenure with Follow The Eyes.. The dealership, long known for its professionalism and integrity, has grown from 1,900 units per year to over 3,400 units in the last five years. Service hours have grown by 173 percent over the same period.

For Allan Nott, I joined Follow The Eyes at the launch of their first dedicated digital campaign utilizing digital display, online video, and email marketing. In 2019, Allan Nott was purchased by a large family of auto dealerships, known as White's. White's ownership was so impressed with Nott's growth that they kept all upper management in place and replaced their advertising efforts with ours.



Thank you for reviewing my portfolio. I appreciate
your time and effort!

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