# Jonathan Wadsworth

**Contact**

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**Portfolio**

AlphaHTML.com

**Education**

**Central Piedmont Community College -** Advertising and Graphic Design

**Attended -** Fall 2011- Spring 2013

## Coca-Cola Consolidated ( 2018 - Today ) Lead UI/UX Designer

Led UX strategy and digital experience design across enterprise web platforms, establishing scalable design foundations, modernizing core digital properties, and influencing how cross-functional teams design, build, and maintain user-centered products at scale.

· Founded and led the enterprise Design Council, establishing governance and scalable brand and UX standards across digital platforms
· Directed UX strategy and redesign for major digital properties including cokeconsolidated.com and related enterprise sites
· Architected modern information architecture, responsive UI frameworks, and reusable design components

## Unifyr ( 2016 - 2018 ) Web & Product Designer

Led the design and delivery of scalable digital marketing and product experiences within a SaaS-based marketing automation platform, creating reusable templates, interactive components, and multi-channel campaigns that improved partner engagement and accelerated campaign deployment.

· Built modular email and web templates used across client marketing programs
· Designed landing pages, multi-touch email journeys, and interactive campaign components
· Created reusable web plugins and promotional modules for partner content distribution
· Collaborated with product, engineering, and marketing teams in agile workflows
· Maintained UX consistency and cross-platform performance across syndicated marketing content

## Web Full Circle ( 2014 - 2015 ) Web Designer

Designed and delivered responsive websites and digital marketing assets for client projects, creating user-focused experiences from concept through implementation across CMS platforms and modern front-end frameworks.

· Created wireframes, prototypes, and web interfaces in collaboration with marketing teams
· Designed and launched responsive websites using WordPress, Magento, and Bootstrap
· Produced digital marketing assets including landing pages and promotional graphics
· Implemented HTML/CSS layouts optimized for usability and cross-browser performance
· Delivered end-to-end web projects from concept through production deployment