





CRAIG WHEELER

SENIOR PRODUCT DESIGNER

www.craig-wheeler.com 
craigwheeler7@gmail.com 

PROFESSIONAL EXPERIENCE

I help enterprises and start-ups build engaging digital products with an aim to improve people's lives.

Self-Employed Feb 2017 – Present

Contract Product Designer

Freelance work as a consultant and individual contributor in UX/UI services. Design Thinking for SaaS products, responsive web applications, and mobile apps found in the app store. Client list includes Qualcomm, AARP, Illumina, and many more.

Esports Technologies (EBET) Mar 2021 – July 2022

Senior UX/UI Designer

Esports Technologies (EBET) is a start-up in the gaming space with 100+ employees. I was part of a product team of three designers rapidly designing multiple experiences to introduce to market. The designs contributed to raising 32M in investor revenue.

Qualcomm Jul 2017 – Feb 2021

Senior UX/UI Designer (Contract)

I worked as the sole designer for Qualcomm's Thinkabit Lab program, which is recognized nationally and internationally as a model for exposing students to STEM education - reaching more than 100k students and helping build 24 sites across 9 states. I also contributed to various other initiatives such as Qualcomm's 5G Academy.

AARP Sep 2019 – Feb 2021

Senior UX/UI Designer (Contract)

AARP requested a Mood Journal web app for their 55+ demographic. I strategized, wireframed, designed, and prototyped an mvp where I helped conduct usability testing for feedback and further iterating. I worked with a product owner and project manager as the sole designer to iterate on and present final designs to the c-suite team.

Ninthlink, Inc. Jun 2003 – Feb 2017

Senior Interaction Designer

Ninthlink is a design consultancy based in San Diego, CA specializing in design, development, and marketing. I contributed design thinking and production to dozens of clients including Qualcomm, Adidas, Jacuzzi, Quicken, Kodak, Seiko.

SKILLS

User Interface Design
Visual Design
Design Thinking
Wireframes
Prototyping
User Research
Usability Testing
Web Accessibility
Conversion Optimization
Mentoring
Team Player
Utilizing AI

TOOLS

Figma
Adobe XD
Sketch
Miro
Invision
Photoshop
Illustrator
Principle

EDUCATION

San Diego State University
Jan 2001 – May 2003
Bachelor of Fine Arts Degree
Emphasis in Graphic Design