

Jonathan Wadsworth

Contact

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Portfolio

AlphaHTML.com

Education

Central Piedmont Community College - Advertising and Graphic Design

Attended - Fall 2011- Spring 2013

Led web design, branding, and user experience initiatives, managing major websites, founding a design council for branding consistency, and producing creative assets while ensuring cross-platform functionality and staying current with digital trends.

- Founded the Coca-Cola Consolidated Design Council to maintain branding consistency companywide
- Designed, developed, and managed external-facing websites (cokeconsolidated.com, redclassic.com, erscompany.com, coketogo.com)
- Led IT department rebranding efforts, including logo, templates, and asset library
- Researched, prototyped, and implemented user experiences with HTML, CSS, JavaScript, and jQuery
- Produced wireframes, mockups, and reusable design/assets using Photoshop, Illustrator, and other tools

Coca-Cola Consolidated

(2018 - Today)

Lead UI/UX Designer

Collaborated with Zift staff to design, develop, and manage end-to-end marketing activities—including email campaigns, web plugins, online ads, and template development—while ensuring cross-platform functionality and leveraging emerging web technologies.

- Built email and Angular-based templates using HTML5, CSS3, JavaScript, jQuery, and ZiftML
- Developed and executed multi-touch email campaigns with landing pages
- Created web plugins such as product showcases, banner ads, and news widgets
- Managed and completed tasks through JIRA within scoped timelines
- Loaded and updated content in the Zift Marketing Syndication Platform

Zift Solutions

(2016 - 2018)

Web & Product Designer

Designed and developed e-commerce and WordPress websites, promotional graphics, and marketing assets while collaborating with teams to deliver user-focused, brand-aligned solutions from concept to implementation using modern frameworks and technologies.

- Work with web and internet marketing teams to create wireframes, superior-looking web prototypes and additional online marketing materials
- Take designs from concept to implementation, working with responsive frameworks including Bootstrap and content management systems including WordPress and Magento
- Ensure HTML/CSS designs are implemented properly and work for both the company and end users in current web browsers

Web Full Circle

(2014 - 2015)

Web Designer