

Jonathan Wadsworth

Contact

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Portfolio

AlphaHTML.com

Education

Central Piedmont Community College - Advertising and Graphic Design

Skills

Figma · UX Strategy · Design Systems · Adobe Creative Suite · Telerik Blazor
HTML/CSS · Wordpress · Magento

Lead UI/UX Designer with 12 years of experience building design systems, enterprise platforms, and digital products at scale. Known for bridging design and engineering, setting organizational standards, and delivering work that performs across complex, multi-stakeholder environments.

Led UX strategy and digital experience design for the largest Coca-Cola bottler in the United States, shaping how enterprise-scale teams design, build, and maintain products that perform across millions of customers in 14 states.

Coca-Cola Consolidated
(2018 - 2026)
Lead UI/UX Designer

- Founded enterprise Design Council, establishing governance and standards across the digital ecosystem
- Directed end-to-end redesign of all corporate external-facing websites
- Designed and maintained component libraries that reduced production time and eliminated design drift
- Contributed UX and UI to the CONA platform, an SAP/Salesforce ecosystem serving 11 bottlers and \$35B+ in revenue

Led design and delivery of scalable digital marketing experiences within a SaaS-based marketing automation platform, building the modular systems that accelerated campaign deployment and improved partner engagement.

Unifyr
(2016 - 2018)
Web & Product Designer

- Defined the visual design language for the platform, establishing the standards that governed all partner-facing campaign output
- Designed modular email and web template systems adopted as the standard across client programs
- Built reusable web plugins and promotional modules for consistent, on-brand partner deployment
- Designed landing pages, multi-touch email journeys, and interactive campaign components

Designed and delivered responsive websites and digital marketing assets in a fast-paced agency environment, owning projects end-to-end from strategy through production.

Web Full Circle
(2014 - 2015)
Web Designer

- Introduced wireframing, iterative prototyping, and reusable components, improving output quality and speed
- 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, performance, and cross-browser consistency
- Owned full project lifecycle: discovery, design, front-end development, and deployment