WHITNEY CULLENS

Product & UX Designer

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Product and UX designer who learned to solve problems by finding a route through. I design for rules-heavy systems because I've worked inside of them. For almost five years I've coordinated permits and inspections across 22+ municipalities, in government portals like Accela, and I've been at Morris-Jenkins for nine. I was the install team's subject matter expert and UAT lead on an internal permitting tool, one of three 2025 Mecklenburg County Code Heroes, and the author of two official SOPs for our install coordinators. My portfolio at whitneycullens.com has six case studies in Figma and HTML/CSS, and I've taken paid freelance design work for small businesses and nonprofits since 2003.

CORE SKILLS

Design & Tools: Figma • Wireframing • Prototyping • High-Fidelity UI • Design Systems • Adobe Creative Suite • Adobe XD

Research & Process: User Acceptance Testing (UAT) • Journey Mapping • Information Architecture • Requirements and SOP Documentation

Domain: Permitting Workflows • Municipal Government Systems • GovTech • HealthTech • Accela • Project Management

Technical: HTML/CSS • JavaScript (foundational) • SQL (in progress) • WordPress • Elementor • Supabase • ServiceTitan

PROFESSIONAL EXPERIENCE

Install Coordinator & Subject Matter Expert

Nov 2021 – Present

Morris-Jenkins, a Wrench Group company · Charlotte, NC

- Named one of three 2025 Mecklenburg County Code Heroes, chosen within Morris-Jenkins for my contributions to the Accela customer portal launch and our partnership with County Code Enforcement; team members were also named.
- When Mecklenburg County moved from Winchester to Accela ahead of schedule, before instructions were out, I set up how our team reports bugs: a screenshot and a clear description for every issue. County leadership passed the reports to Accela's developers, and issues got fixed faster.
- Worked directly with Mecklenburg County Code Enforcement during the Accela rollout: reported portal outages and missing permit documents with record numbers and screenshots, sent feedback on the inspection cancellation process and an Accela wish list, and attended the VuSpex remote-inspection demo.
- Install team's Subject Matter Expert and UAT lead for Wrench Connect, the permitting tool Wrench IT built because ServiceTitan had no permitting module. From 2023 to 2024, tested each release, documented bugs and change requests with screenshots (60+ items in the largest list), checked the developers' fixes, and explained our daily workflow to the designers and developers.
- Named Install Subject Matter Expert in 2023, alongside the Install Director, for the move from ServMan to ServiceTitan, then selected by leadership as a trainer for the January 2024 Conference Room Pilot. Wrote the HVAC Coordinators' ServiceTitan how-to guide (April 2024).
- Trained six coworkers, including colleagues from accounting and plumbing, on permitting, inspection scheduling, phones and ServiceTitan; wrote the scheduling SOP they use daily.
- Wrote two official SOPs (140+ pages combined) for the install coordinator team, covering permitting across 26 Charlotte-region municipalities in NC and SC, plus inspection scheduling; reviewed and adopted through the Business Process Analyst.
- Reduced Mecklenburg County's expired 2025 HVAC permits by 68%, from 251 (7/10/26) to 81 (10/28/26), through homeowner outreach, scheduling and County coordination.

Customer Service Specialist

Sep 2017 – Nov 2021

Morris-Jenkins, a Wrench Group company · Charlotte, NC

- Managed high-volume customer relationships across HVAC and plumbing services; coordinated with department coordinators, accounting, dispatch, supervisors per department, including field estimators and technicians.

Freelance Designer
2003 – Present

Wink'N Star Designs and Green Apple Co. in Chicago, and as The WC Creatives in Charlotte

- Paid client work: wireframes for W2 Tax Service, a fintech mobile app (2019); the website for the AdBunch, an advertising agency (paid contract); and brand, web and print design for small business and nonprofit clients.
- Design and build my own concept case studies, from research and information architecture through high-fidelity UI and prototyping, published in HTML/CSS via WordPress.

Digital Marketing Strategist
Nov 2015 – Sep 2017

YP Marketing Solutions / Yellow Pages, a Google Digital Partner · Charlotte, NC

- Developed SEM, SEO and behavioral targeting strategies for local business clients using Salesforce CMS.
- Worked with local business decision makers, campaign managers and media buyers to align creative with measurable performance goals.

Copy & Print Account Manager
Jul 2009 – Aug 2014

Staples · Chicago, IL · Account Manager from Jul 2012

- Dedicated Account Manager for the Chicago area beginning July 2012, managing a book of business of 50+ B2B and B2C print and marketing accounts (hospitals, universities, nonprofits and small businesses), including clients I brought with me when I moved to a new location.
- Reached 246% of sales goal in one period (FY2013), the highest on the regional team that period, and stood at 83.8% of year-to-date goal in June 2014 against a team average of 75.4%.

PORTFOLIO: WHITNEYCULLENS.COM

Six case studies. The concepts are designed in Figma and each site page is built and published by me in HTML/CSS.

ClearTrack Permitting System Self-initiated GovTech permitting dashboard concept, built from firsthand permitting experience.

Mecklenburg County One of three 2025 Code Heroes. The screenshot-and-description process I created to document Accela issues during the County's portal launch.

Wrench Connect Case study of the internal permitting tool Wrench IT built for our team, where I was the install SME.

FieldLine Interface System Concept: dark-mode UI for field inspectors in low-connectivity environments.

Patient Intake Redesign HealthTech. Speculative redesign reducing friction in hospital patient intake.

W2 Tax Service Paid freelance wireframes in Adobe XD (2019). Fintech mobile onboarding redesigned from 7 screens to 4 through trust-first design; the client chose not to build the app.

EDUCATION & CERTIFICATIONS

BFA, Advertising Art Direction, Minor in Marketing · Columbia College Chicago
2004 – 2008

Honors Program Graduate

Google Data Analytics Certificate · Google / Coursera