Lindi Wheaton

Portfolio

563-543-6433   lindi@lindiwheaton.com   www.lindiwheaton.com

Vantage

Centralized platform for streamlined freight management with truck driver support at Cedar Rapids Steel Transport.

Purpose

Vantage is a scalable internal application used across multiple departments—including Human Resources, Safety, and Sales—and functions as a centralized load-tracking system. It features an interactive live map of the United States, where users can filter by orders, tractors, trailers, vendors, and balances, each represented by distinct, intuitive icons.

Selecting an icon reveals detailed, real-time data that enhances operational visibility and efficiency. I collaborated closely with dispatch teams to map user journeys and design a responsive, role-based dashboard, resulting in streamlined dispatch workflows, improved load visibility, and an 18% increase in load assignment speed.

Features

- **Dashboard:** Show or hide widgets to customize daily overviews.
- **Driver Profile:** View current load status, personal information, paired drivers, payment settlements, comments, and conversations.
- **Documents:** Integrated with the Driver F1rst mobile app, allowing drivers to easily capture and submit receipts, terminal information, and other documents directly to their Driver Manager.
- **Freight Finder:** Driver Managers bid on available freight on behalf of drivers. Once an offer is accepted, dispatch sends routing details to the driver via the Driver F1rst mobile app.
- **Tracking:** Monitor freight, orders, drivers, equipment, and live map activity with real-time routing powered by the Google Maps API.
- **News Manager:** Publish updates or send polls to drivers through the Driver F1rst mobile app.
- **Order Details with Timeline:** Access customer information, origin, destination, stop count, equipment type, driver count, temperature deviations, comments, conversations, and attached documents.

Results and Impact

Operational Efficiency

- Streamlined dispatch workflows by providing a responsive, role-based dashboard.
- Improved load visibility through real-time tracking and filtering options.
- Reduced dispatch errors with more accurate and accessible data.
- Enhanced decision-making speed, contributing to an 18% increase in load assignment speed.

Driver Experience and Utilization

- Optimized load assignments by integrating real-time data for more efficient routing.
- Increased transparency for drivers with easy access to orders, tractor, and trailer statuses.
- Role-based dashboard tailored to driver and dispatch needs, improving efficiency.
- Improved communication between dispatch teams and drivers, reducing delays and confusion.

Technology Integration

- Integrated live map functionality, providing real-time tracking and routing data.
- Seamless data filtering by orders, tractors, trailers, vendors, and balances for better load management.
- Google Maps API integration for accurate, real-time routing and location tracking.
- Scalable architecture to support multiple departments, ensuring the application grows with the business.

Vantage Design

CRST VANTAGE

Live Map

The Live Map in Vantage integrates the Google Maps API to deliver real-time visibility into freight, drivers, and equipment across the U.S. Designed for dispatchers and operations teams, the map provides a centralized view of critical logistics activity. This live map solution played a critical role in streamlining dispatch operations and enhancing collaboration across departments, all while leveraging the power and reliability of the Google Maps API.

Results and Impact

- **Real-Time Tracking:** Displays live locations of tractors, trailers, and orders with automatic updates, helping teams make faster, data-driven decisions.
- **Interactive Filtering:** Users can filter by asset type (orders, tractors, trailers, vendors, and balances), each represented by intuitive, color-coded icons.
- **Ping History Timeline:** View historical route data with timestamped location pings, offering context for delays or routing issues.
- **Scalable Visualization:** The map adjusts to show nationwide or regional views, depending on user needs.
- **Improved Load Visibility:** Centralized tracking enhanced transparency across departments and helped reduce dispatching time by 18%.
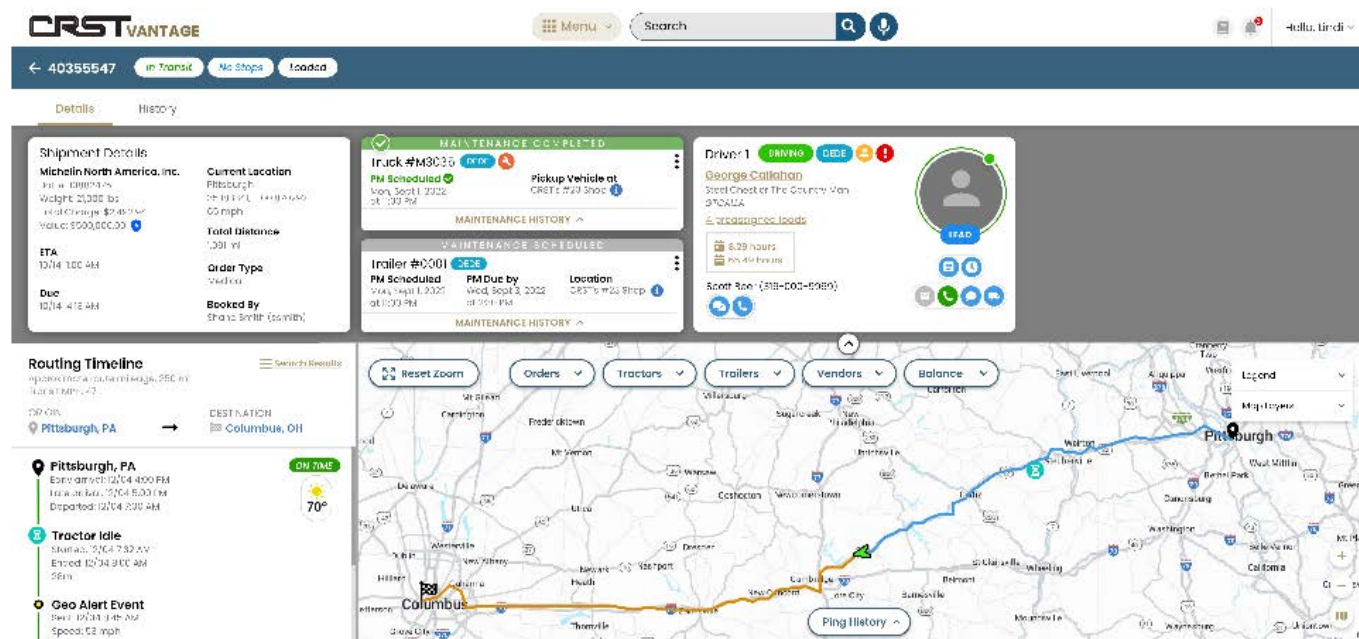
Design

4
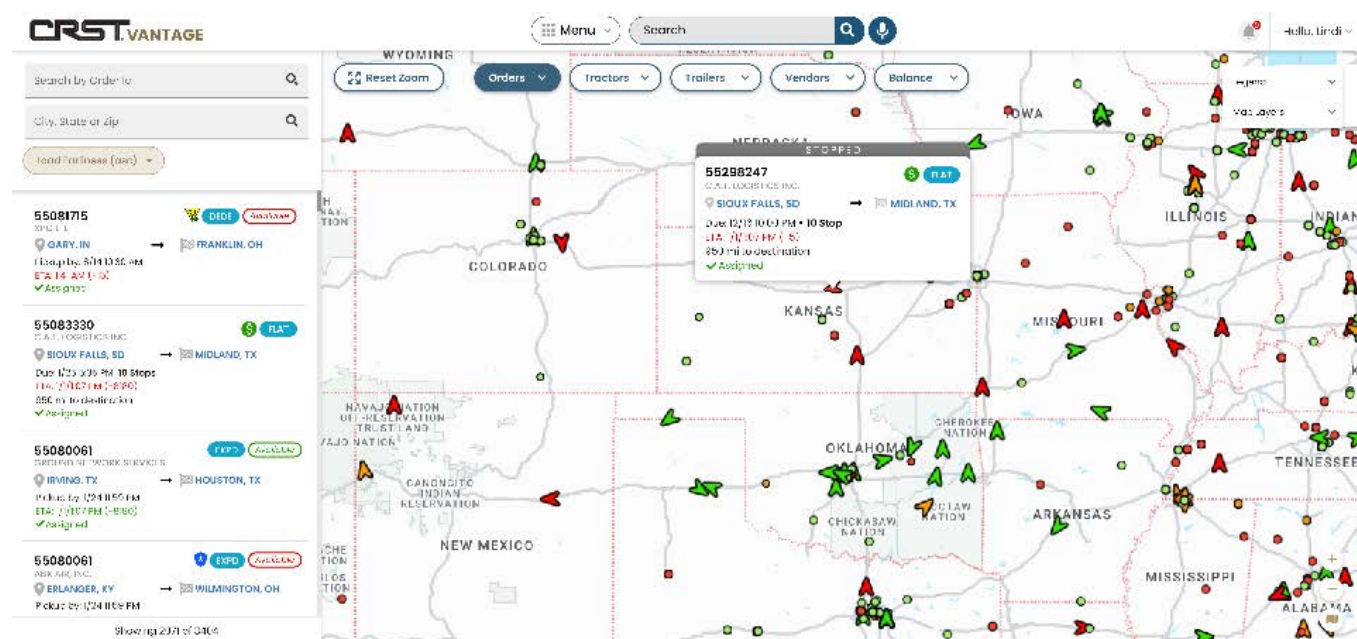
Order and Route Details

Vantage provides a comprehensive overview of each shipment through a centralized Order and Route Details view. This screen consolidates key logistics data to support faster, more informed decision-making. This streamlined view improves operational visibility, minimizes miscommunication, and ensures all critical shipment data is easily accessible in one place.

Key Information

- **Customer Details:** Company name, contact info, and billing account.
- **Route Information:** Origin, destination, number of stops, and ETA.
- **Equipment and Driver:** Assigned tractor/trailer and driver details.
- **Temperature Monitoring:** Real-time alerts for any sensor deviations.
- **Communication:** Internal comments and live conversations between teams.
- **Supporting Documents:** Bills of lading, receipts, and terminal info uploaded directly into the order.
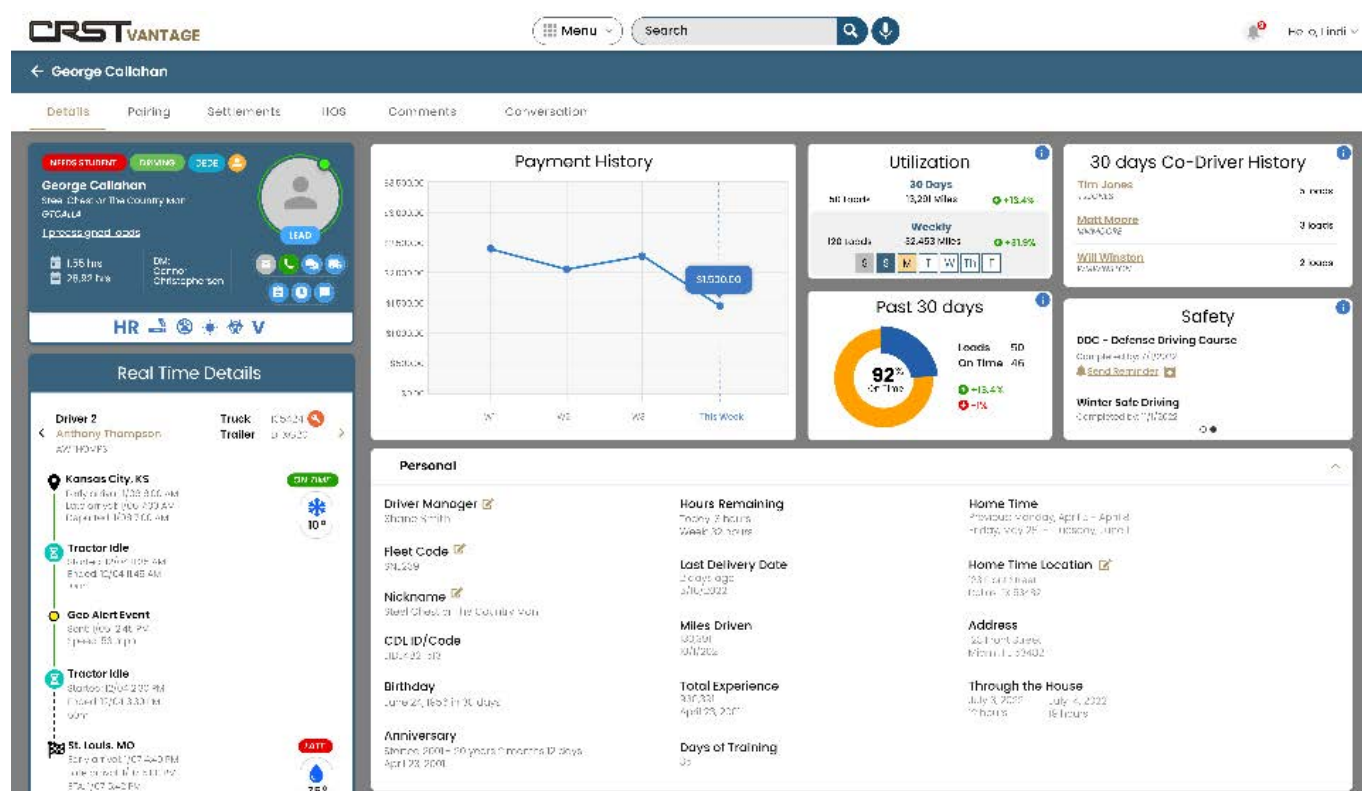
Design

Vantage Design

Order Details

The Order Details view in Vantage consolidates all essential shipment information into a single, intuitive interface. Designed to support dispatchers, safety teams, and customer service, it provides full visibility into each load from pickup to delivery. This centralized view ensures operational accuracy, enhances communication across departments, and helps teams proactively manage exceptions or delays.

Included Data Fields

- **Customer Information:** Contact details and account reference.
- **Route Summary:** Origin, destination, and number of scheduled stops.
- **Assigned Equipment:** Tractor and trailer IDs with status.
- **Driver Assignment:** Current driver details and pairing (if applicable).
- **Temperature Monitoring:** Alerts for any sensor deviations during transit.
- **Communication Log:** Internal comments and active conversation threads.
- **Documents:** Digitized forms, receipts, and terminal instructions tied to the order.

Design

Compass

Designed CRST's first logistics platform for freight brokers, launching a new revenue stream.

Purpose

Compass was designed as a lightweight, external-facing version of Vantage, tailored specifically for freight brokers. The goal was to extend the power of CRST's internal logistics platform to external partners—giving them real-time visibility into load status, streamlined booking capabilities, and direct access to critical order data.

By enabling freight brokers to track and book shipments independently, Compass not only enhanced transparency and trust, but also reduced internal workload and opened up a new revenue channel through broker-managed freight activity.

Features

- **Alert Notifications:** Add, edit, or delete custom alerts to keep users informed in real-time.
- **Billing / Payables:** Download PDF invoices, view outstanding invoices, and track account activity with data points like total orders, billed amount, paid invoices, and average billed amount.
- **Documents:** View truck and trailer numbers, temperature range (via sensors), and last update information including driver details.
- **Live Map:** Integrated Google Maps API within a custom user interface for real-time tracking.
- **Routing Timeline:** Display the live map with ping history and an expandable "all notes" toggle for detailed route insights.
- **Temperature Control:** Get temperature alerts triggered by trailer sensors, with dispatch notifications detailing the sensor and temperature.
- **Trip History:** Access detailed information on orders, customers, and load details.
- **User Management:** Add, edit, or delete users, maintaining streamlined user control.

Results and Impact

Operational Efficiency

- Streamlined freight tracking and management processes for over 100 freight broker customers.
- Automated workflows reduce manual data entry and minimize human errors.
- Real-time updates and alerts improve decision-making speed and accuracy.
- Improved resource allocation, resulting in faster response times and reduced downtime.

Driver Experience and Utilization

- Enhanced driver visibility through real-time load tracking, improving communication and reducing wait times.
- Optimized routing and scheduling, leading to increased driver productivity.
- Empowered drivers with intuitive interfaces for easier load booking and status tracking.
- Increased driver utilization, maximizing revenue potential through more efficient fleet management.

Technology Integration

- Cloud-based architecture provides seamless access for over 100 freight broker customers, enabling scalability and reliability.
- Integrated with existing systems (e.g., Google Maps API, sensor data), ensuring smooth data flow and accurate tracking.
- Easy integration with other enterprise software for billing, documentation, and reporting.
- Real-time data syncing between mobile app and backend systems, ensuring up-to-date information across all platforms.

Compass Design

Tracking Cargo Live Map

The Tracking Cargo Table View provides a comprehensive, data-driven interface for monitoring cargo in transit. It's designed to offer users a quick overview of key shipment details, improving decision-making and operational efficiency. Key features include:

Real-Time Tracking Data: The table displays real-time updates for each cargo item, including current location, status, and estimated arrival time, all synced with live data feeds.
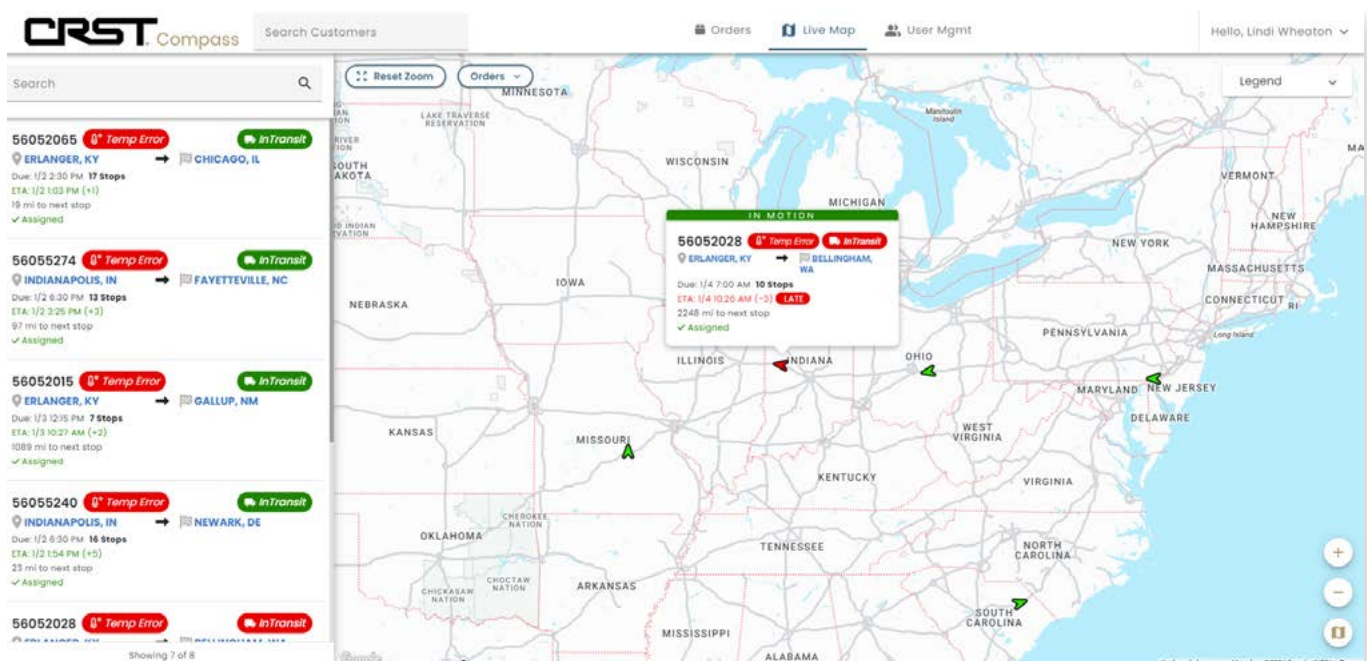
Customizable Columns: Users can customize the table to display key data points such as shipment ID, origin, destination, status, temperature, and delivery times, ensuring they have the information that's most relevant to them.

Visual Indicators: Color-coded status indicators and icons show the real-time health of each shipment (e.g., "on-time," "delayed," "temperature deviation"), enhancing the visibility of critical information at a glance.

Sort and Filter Options: Users can sort or filter the data by various criteria (e.g., location, delivery date, status), helping them quickly identify priority shipments and manage resources more effectively.

This table view empowers dispatch teams and stakeholders by providing a centralized, easy-to-navigate overview of all active cargo shipments, driving efficiency and enabling proactive management of potential issues.

Design

Billing and Payments

The Billing and Payment features in Compass were designed to streamline financial operations for freight brokers and their customers. Key components include:

Invoice Generation and Download: Users can generate and download PDF invoices for completed transactions, providing a simple and efficient way to handle billing.

Outstanding Invoice Tracking: A comprehensive list of all outstanding invoices, along with key data points such as total orders, billed amount, payments made, and the average billed amount. This helps brokers stay on top of their accounts and ensures better cash flow management.

Payment History: Users can easily track account activity with detailed views of total orders, amounts paid, and remaining balances, facilitating transparent and organized financial tracking.

Data-Driven Insights: Real-time data points help brokers quickly identify discrepancies, prioritize overdue invoices, and make informed financial decisions.

Seamless Integration: The billing system is integrated with the platform's broader load-tracking and customer management features, offering a unified experience and minimizing manual work.

These features provide greater transparency, reduce administrative overhead, and help freight brokers manage their billing processes more efficiently.

Design
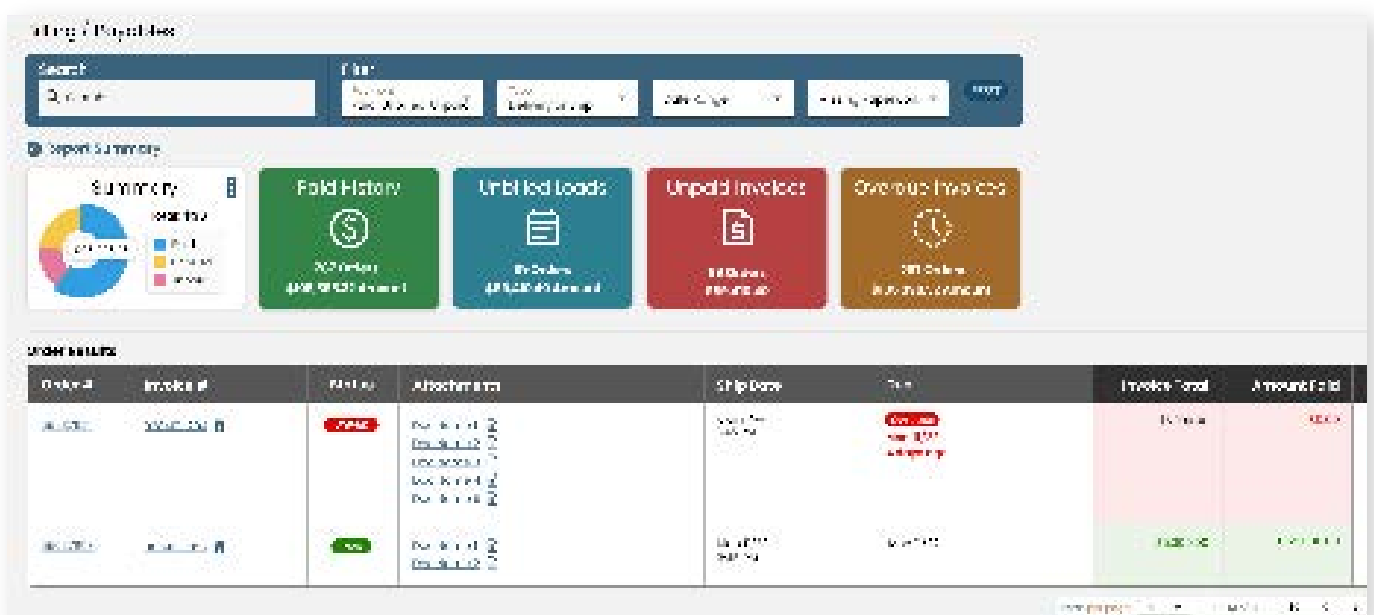
Tracking Cargo Table View

The Tracking Cargo Table View provides a comprehensive, data-driven interface for monitoring cargo in transit. It's designed to offer users a quick overview of key shipment details, improving decision-making and operational efficiency. Key features include:

Real-Time Tracking Data: The table displays real-time updates for each cargo item, including current location, status, and estimated arrival time, all synced with live data feeds.

Customizable Columns: Users can customize the table to display key data points such as shipment ID, origin, destination, status, temperature, and delivery times, ensuring they have the information that's most relevant to them.

Visual Indicators: Color-coded status indicators and icons show the real-time health of each shipment (e.g., "on-time," "delayed," "temperature deviation"), enhancing the visibility of critical information at a glance.

Sort and Filter Options: Users can sort or filter the data by various criteria (e.g., location, delivery date, status), helping them quickly identify priority shipments and manage resources more effectively.

This table view empowers dispatch teams and stakeholders by providing a centralized, easy-to-navigate overview of all active cargo shipments, driving efficiency and enabling proactive management of potential issues.

Design

Driver F1rst Mobile App

The launch of the CRST Driver F1rst mobile application represented a pivotal advancement in the company's driver-centric digital strategy.

Purpose

Developed to streamline communication and enhance the driver experience, the app provides seamless mobile access to essential tools that empower truck drivers to independently manage their schedules, compensation, and workload while on the road. As the creator of the company's first driver-facing mobile app, I collaborated closely with product owners, architects, developers, business teams, stakeholders, and drivers. This mobile-first solution was critical in increasing driver autonomy, improving transparency, and boosting overall satisfaction and retention.

Features

- **Compensation:** View and download pay stubs
- **Contact dispatch:** Opens mobile phone feature.
- **Current trips:** Number of stops, destinations, equipment, and paperwork.
- **Equipment management:** Tractor and trailer maintenance history with date and time. Lists all truck drivers who have operated the equipment.
- **Glovebox:** Department of Transportation (DOT), states, biohazard paperwork and documents.
- **Hours of service:** Clocks and archives truck driver hours.
- **Load board:** Drivers can filter, search, and instantly book available loads.
- **Login:** Two-factor authentication.
- **Punch-in and punch-out:** Tracks truck drivers hours of service.

Results and Impact

The success of the Driver F1rst mobile app illustrates the power of user-centered design in solving industry-specific challenges. By building a tool that puts the needs of our 746 truck drivers first, CRST has not only enhanced operational efficiency but also reinforced its commitment to supporting its workforce through meaningful digital innovation. The Driver F1rst Mobile application reduced delivery driver turnover by 26% and made life easier.

Driver F1rst App

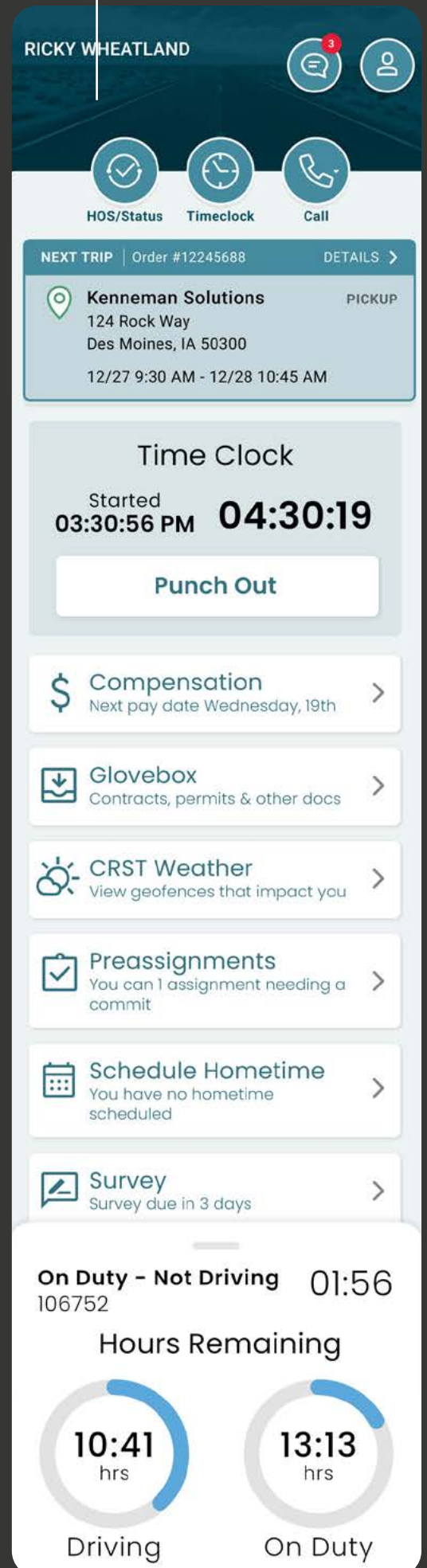Celebrating CRST's First-Ever
Mobile App Built for Truck Drivers

Home Screen Design

- **Notification:** View and download pay stubs
- **Contact dispatch:** Opens mobile phone feature.
- **Current trips:** Number of stops, destinations, equipment, and paperwork.
- **Equipment management:** Tractor and trailer maintenance history with date and time. Lists all truck drivers who have operated the equipment.
- **Glovebox:** Department of Transportation (DOT), states, biohazard paperwork and documents.
- **Hours of service:** Clocks and archives truck driver hours.
- **Load board:** Drivers can filter, search, and instantly book available loads.
- **Login:** Two-factor authentication.
- **Punch-in and punch-out:** Tracks truck drivers hours of service.
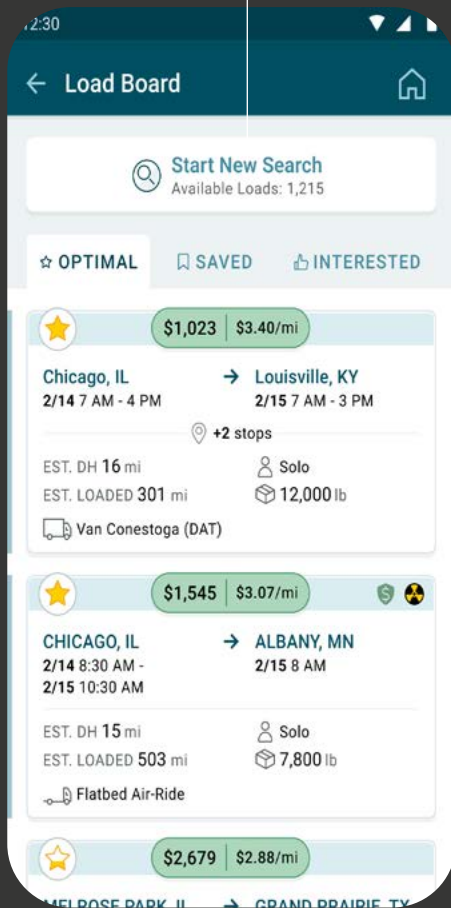
Download the app
here to explore.

Let's Start!

Home Screen Design

Load Board

Advanced Filters

Driver F1rst App

Celebrating CRST's First-Ever
Mobile App Built for Truck Drivers

Load Board

The Load Board feature within the CRST Driver F1rst Mobile App gives drivers real-time access to available freight, enabling them to browse, select, and manage loads directly from their mobile device. Designed to increase driver autonomy and reduce reliance on dispatch, the feature streamlines load selection, supports better route planning, and helps drivers maximize earnings by offering greater visibility and control over their workload.
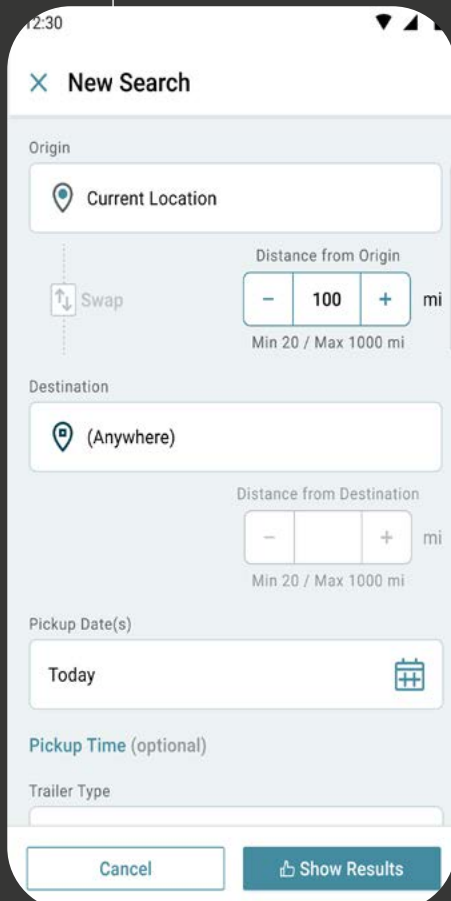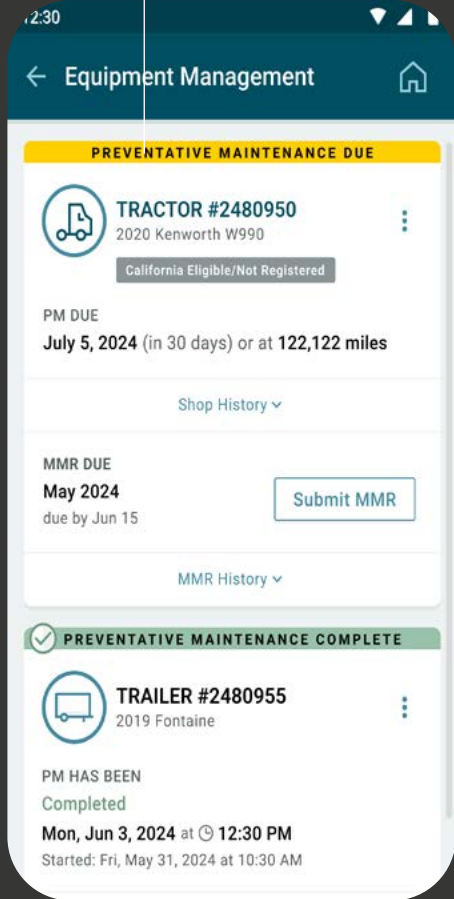
Features

- **Saved Searches**: Quickly access frequently used search criteria.
- **Interested Searches**: Mark loads of interest for future consideration or follow-up.
- **Advanced Filters:** Narrow results by origin, destination, date, distance, equipment type, and more.
- **Start New Search**: Easily begin a new search with custom parameters.
- **Real-Time Load Availability:** View up-to-date load options synced with backend systems.
- **Load Details View:** Access key information like mileage, rate, pickup/drop-off, and contact info.
- **One-Tap Load Request:** Express interest or request a load directly within the app.
- **Search History:** View and revisit past searches for convenience.
- **Driver Preferences:** Set preferred routes, lanes, or load types for more personalized results.

Equipment Management

Compensation

Driver F1rst App

Celebrating CRST's First-Ever
Mobile App Built for Truck Drivers

Equipment Management Features

- **Assigned Equipment Overview:** View details about assigned tractor, trailer, or other assets.
- **Equipment Status Updates:** Report equipment condition or issues (e.g., damage, maintenance needs).
- **Maintenance Scheduling:** Receive alerts and view schedules for required inspections or services.
- **Repair History:** Access logs of completed maintenance and repair work.
- **Equipment Swap Requests:** Submit requests to change or update assigned equipment.
- **Compliance Reminders:** Automated reminders for DOT inspections, registration renewals, etc.
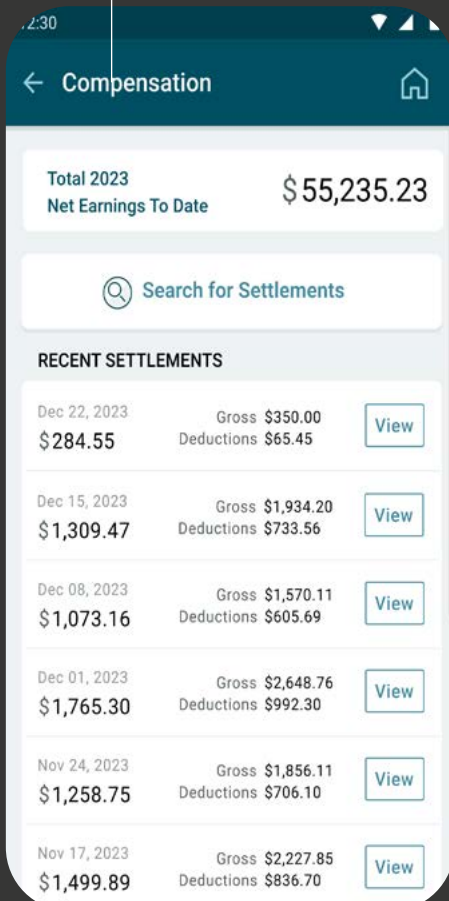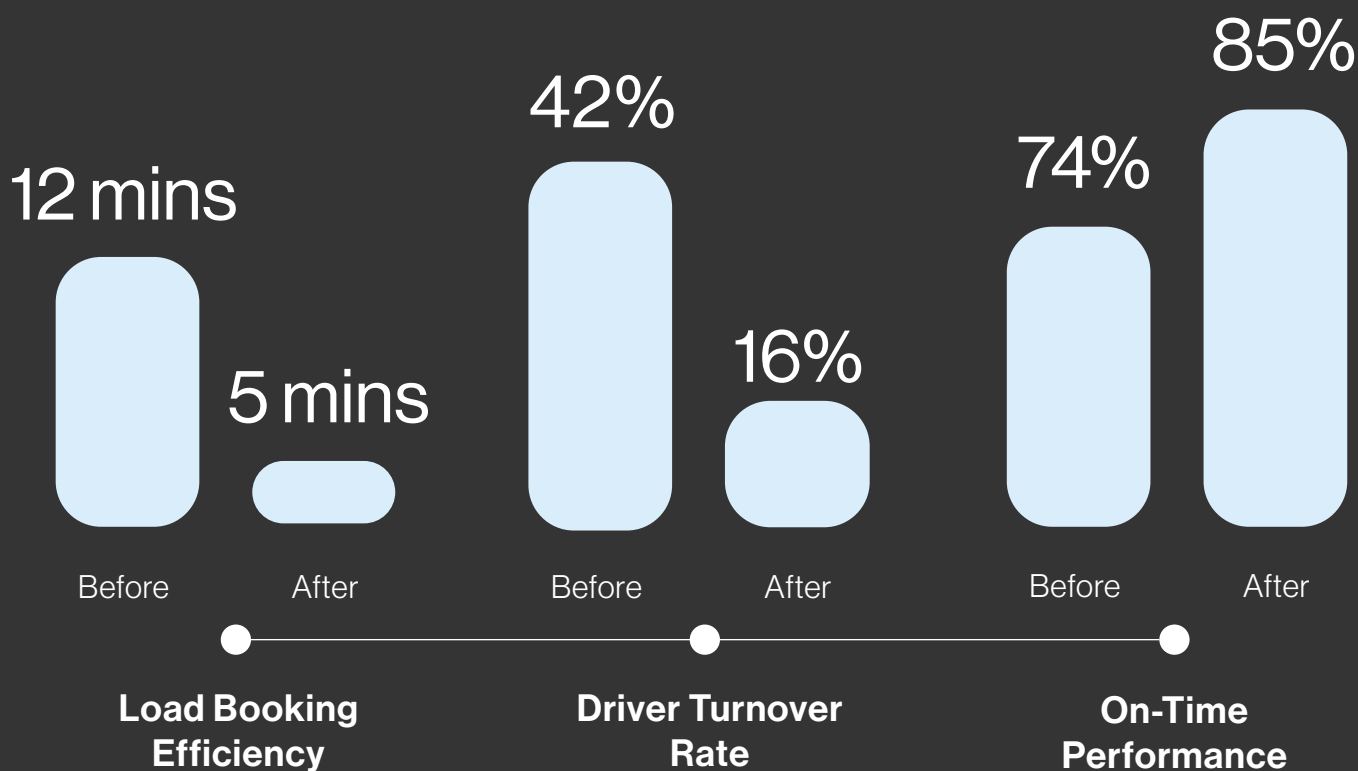
Compensation Features

- **Earnings Overview:** Displays total pay, weekly breakdowns, and year-to-date earnings.
- **Trip-Based Pay Detail:** View payment information for each individual load or trip.
- **Settlement History:** Access past settlements with full payment details and downloadable PDFs.
- **Bonuses & Incentives:** Track progress toward bonuses such as safety, mileage, or performance incentives.
- **Deductions Summary**: View deductions (e.g., advances, equipment, benefits) for full transparency.
- **Pay Discrepancy Reporting:** In-app tool for drivers to flag and report compensation issues.
- **Deposit Schedule:** Shows expected deposit dates and amounts for upcoming pay periods.
- **Compensation Notifications:** Receive alerts when new settlements are posted or updates are made.

The graph illustrates the measurable impact of the CRST Driver F1rst mobile app across key performance indicators in the first 3–6 months post-launch.

12 mins
5 mins
42%
16%
74%
85%

Before   After   Before   After   Before   After

Load Booking Efficiency   **Driver Turnover Rate**   **On-Time Performance**

Conclusion

The CRST Driver F1rst mobile app has significantly improved day-to-day operations for truck drivers by simplifying load booking, enhancing communication, and boosting overall engagement. This innovation not only contributes to stronger driver retention but also marks a pivotal step in CRST's digital transformation.

Drivers now benefit from a mobile-friendly experience that offers real-time trip details, intuitive communication tools, and convenient self-service options—ultimately driving productivity and satisfaction. Additionally, integration with Vantage and telematics systems enables real-time monitoring of safety, compliance, and vehicle performance. This proactive digital approach reinforces CRST's commitment to operational excellence and a strong safety culture.

Equipment

Tractor #104933

2022 Freightliner
PM UP-TO-DATE
No Action Required
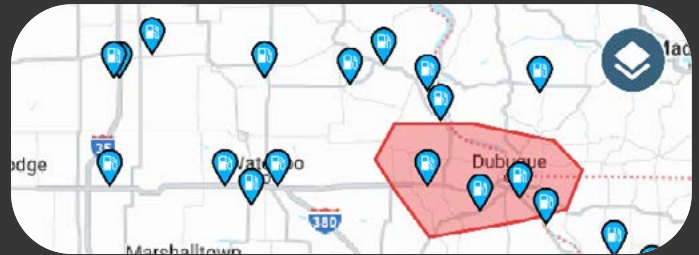
Maintenance History ^
Date/Time of Maintenance
Started: Thu, Jan 19, 2023 at 8:19 AM

Location
CRST Lincoln Sales Shop
5700 Este Avenue
Cincinnati, OH 45232

Geofence Weather Tracking

Innovation in your pocket.
Impact on the road.

Load Details

XPO Total: 284mi DH: 12mi $3,963.00

Chicago, IL → San Francisco, CA
Fri 6/13 Fri 6/16
8:00am 8:00am-5:00pm

Filter Loads

← Load Board

Pick up
Chicago, IL

Drop off
San Francisco, CA

Sort by
○ Soonest Pickup
○ Lowest Deadhead
● Highest Rate

Distance from pick up (mi)
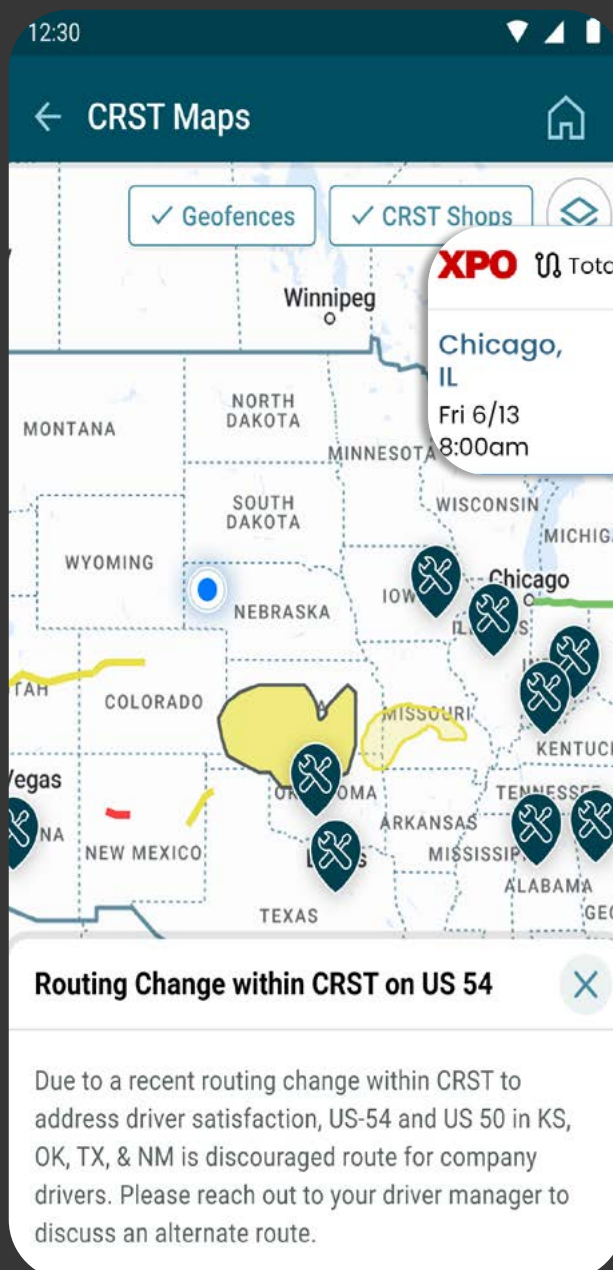150 mi

Pickup Date
Today

Equipment
Van, Reefer

12:30

← CRST Maps

✓ Geofences   ✓ CRST Shops

Winnipeg

NORTH DAKOTA
MONTANA
MINNESOTA
SOUTH DAKOTA
WISCONSIN
MICHIGAN
WYOMING
NEBRASKA IOWA Chicago
COLORADO MISSOURI KENTUCKY
Vegas OKLAHOMA TENNESSEE
NEW MEXICO ARKANSAS MISSISSIPPI ALABAMA GEO
TEXAS

Routing Change within CRST on US 54 ✕

Due to a recent routing change within CRST to
address driver satisfaction, US-54 and US 50 in KS,
OK, TX, & NM is discouraged route for company
drivers. Please reach out to your driver manager to
discuss an alternate route.

Hours of Service

On Duty - Not Driving 01:56
106752
Hours Remaining

10:41 hrs Driving
13:13 hrs On Duty
36:13 hrs Cumulative On Duty
2:30 hrs Next Break

Fort Lewis College

Degree

Analytics showed students spent the most time here. I redesigned with clear CTAs, streamlined content, and visual hierarchy.

Impact

Conversions (Apply Now clicks) rose by 22% within 3 months.

Homepage

Designed to serve as the digital front door, guiding users quickly to key areas: programs, admissions, and student resources.

Impact

Post-launch, bounce rates dropped by 20%, and program inquiries increased by 15%.

Interior

Support the site's overall UX by providing detailed, scannable content that aligns with user goals.

Impact

Improved session duration by 30% on interior pages.

Bluefield College

Homepage

I created a homepage framework that could scale with the college's needs. The design uses modular blocks (hero, stories, program highlights, events) that can be reordered or swapped seasonally.

Impact
- It was developed in close collaboration with the CMS team to ensure editorial flexibility.
- Seasonal storytelling (graduation, giving, etc.)
- High-impact campaigns during admissions season
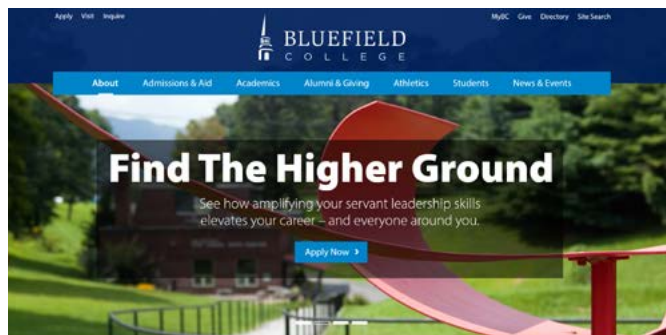
Landing Page

Drive inquiries/applications for a specific degree or student audience (e.g., adult learners, transfer students, grad programs).

Impact
The landing page increased conversion rates by 18% within the first month.

Columbus State University
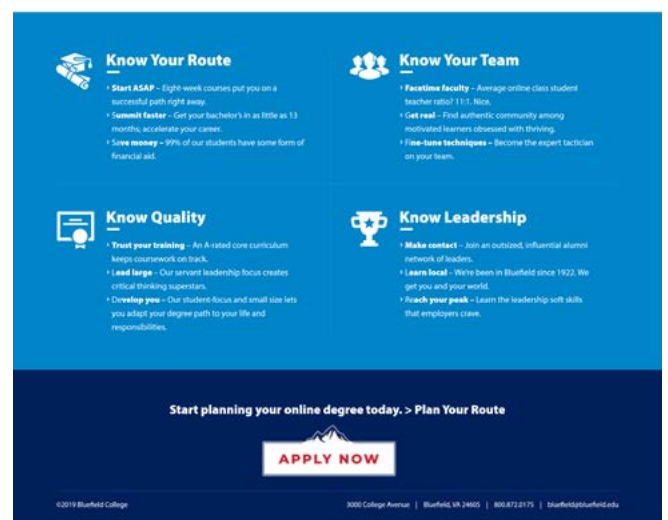
Homepage

Conducted user interviews and stakeholder meetings to identify core navigation needs. The top priority was clear CTAs, simplified nav, and visual storytelling.

Redesigned the homepage to better serve prospective students while honoring the needs of returning visitors. The new layout emphasizes storytelling through video and testimonials, and uses analytics-backed CTAs that drive users deeper into the admissions funnel. It's fully responsive, WCAG 2.1 compliant, and built for modular content management.
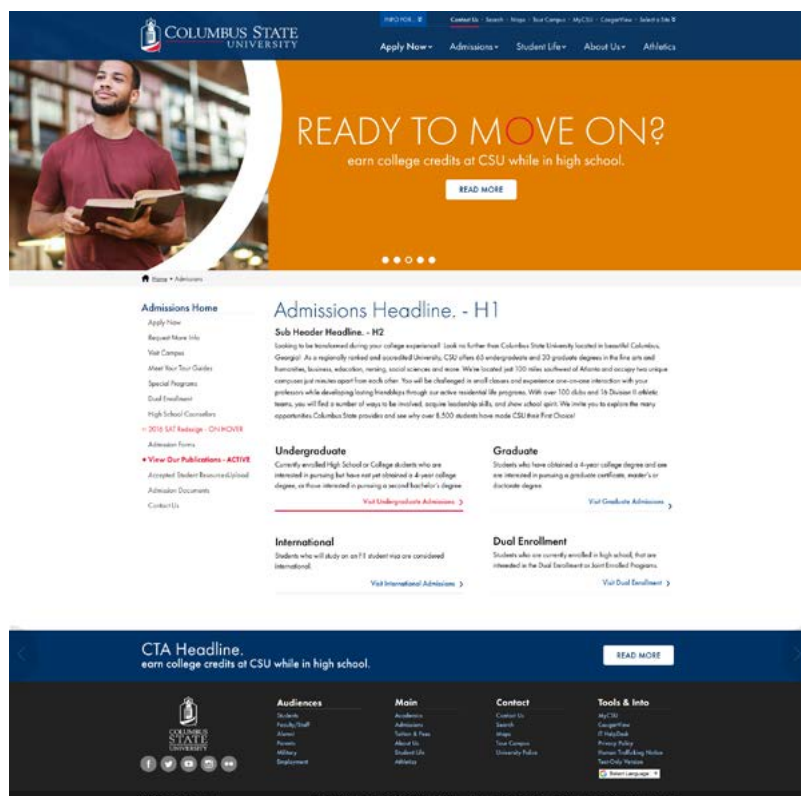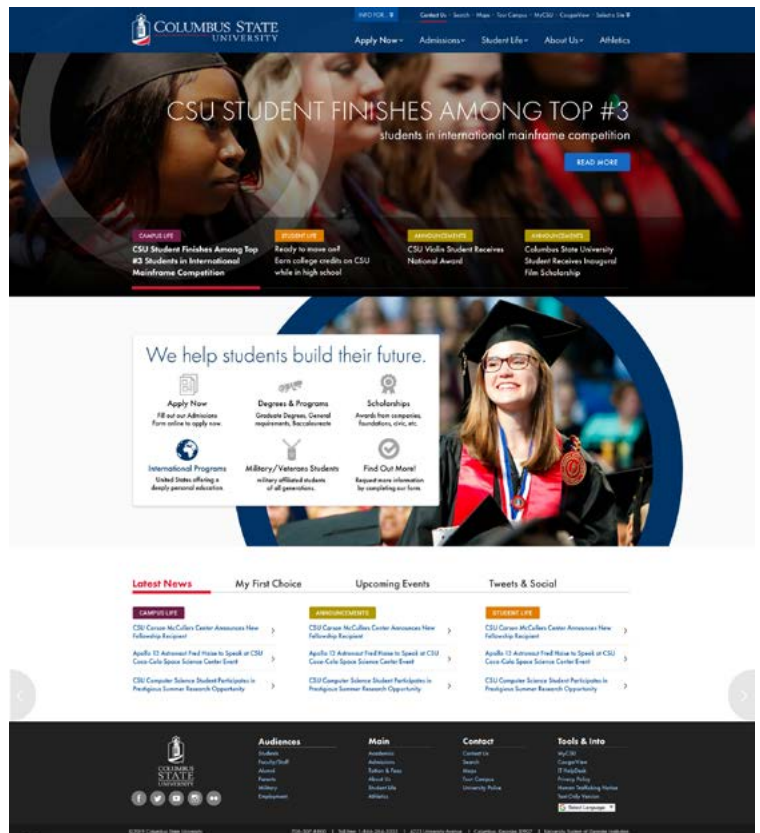
Interior Webpage

Boost transfer enrollment, designed a high-converting landing page that prioritized clarity, trust, and action. Using a clean layout with program benefits, student testimonials, and an optimized lead form. Introduced a visual progress bar on the form to reduce drop-off.

Impact
The campaign saw a 22% increase in completed inquiries within 6 weeks.

Rutgers Communication

Created: 2019
comminfo.rutgers.edu
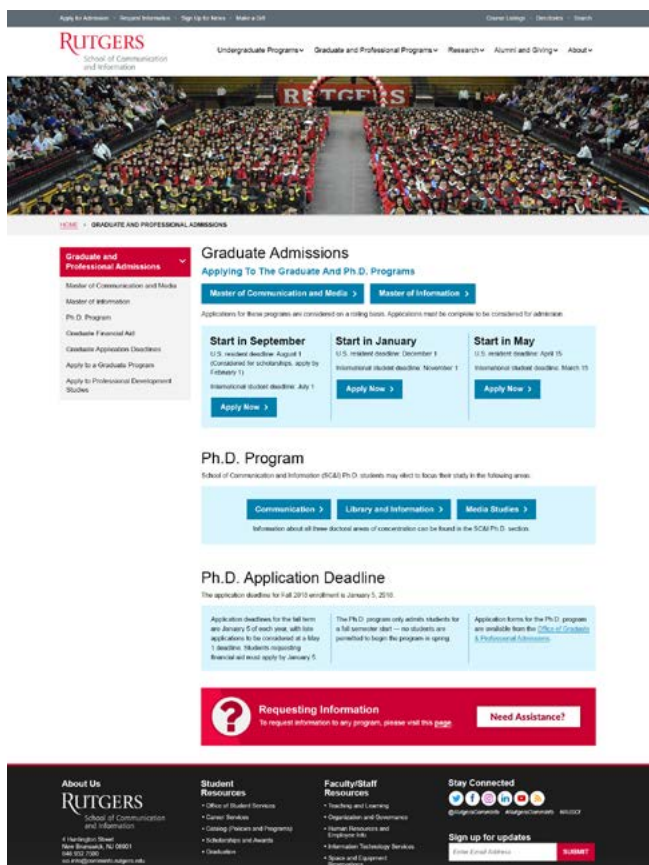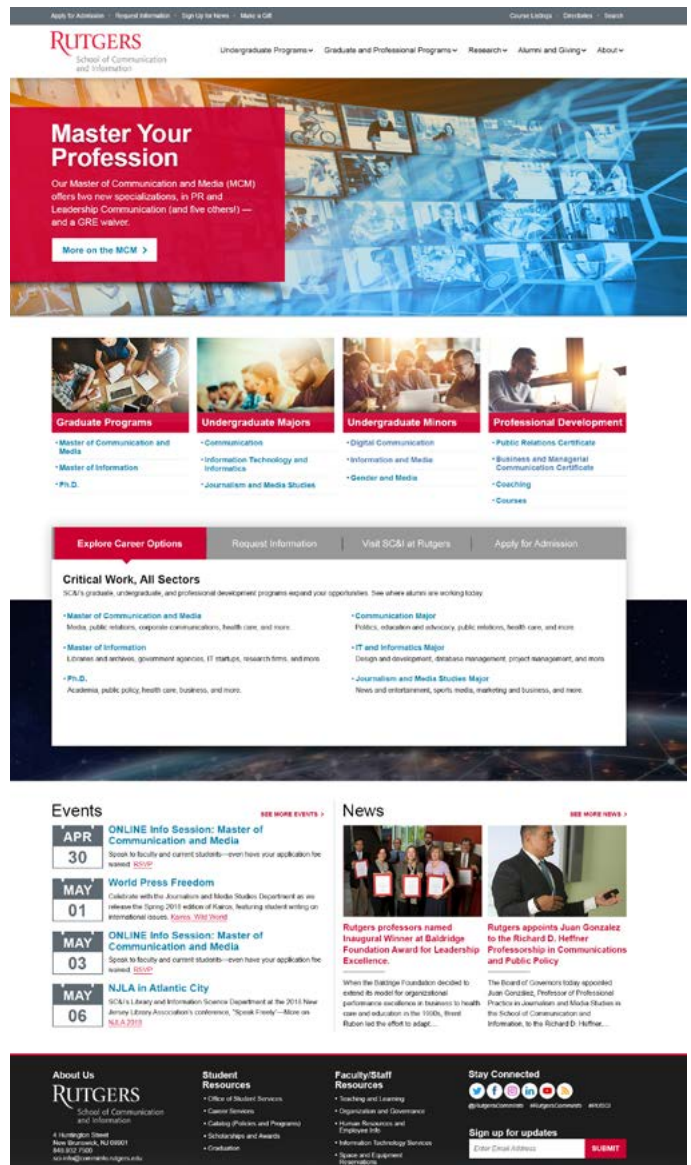
Homepage

Problem
Users were overwhelmed by too many choices and unclear messaging on the old homepage.

Solution
Created a streamlined layout focused on top user tasks—finding programs, applying, and learning about campus life.

Impact
Page engagement increased 25%; users reached key content 30% faster (via heatmaps and session replays).

Interior

Problem
Content was text-heavy and inconsistent.

Solution
Reusable content blocks with visual hierarchy, designed for readability and easy scanning.

Impact
Time on page improved, bounce rate decreased, and content managers reported easier updates.

Design Process

01
Research

Understand the users, business goals, and competitive landscape through interviews, surveys, and analysis.

- Define project goals, user needs, and business requirements.
- Conduct user interviews, surveys, or stakeholder workshops.
- Build user personas and journey maps.

02
Wireframing

- Sketch or design wireframes for layouts and flows.
- Focus on structure and functionality without visuals.
- Validate ideas through quick feedback and iterations.
- Collaborate with developers and Project Managers early.

03
UI Design

- Apply branding, typography, color, spacing, and imagery.
- Use consistent components from the design system.
- Design responsive layouts for various devices.
- Create interactive prototypes for real-world feel.

04
User Testing

- Conduct usability tests with real users or stakeholders.
- Identify pain points, confusion, or friction in the UI.
- Use tools like Maze, UserTesting, or moderated sessions.
- Iterate designs based on feedback.

05
Final UI

- Prepare design files.
- Provide specs and guidelines.
- Create a prototype.
- Documentation.
- Collaboration and communication.