

SKILLS

- UI / UX
- Iconography
- Web Design
- Graphic Design
- Project Management
- Work-flow Strategy
- Digital Production
- Wire-framing
- Prototyping
- Typography
- Layout

TOOLS

- Adobe Suite CCS
- HTML5 / CSS3
- NotePad++
- Pencil & Paper



Design Professional

A talented blend of creative, conceptual, strategic & technical capabilities

jasons@introgression.com | www.introgression.com

San Mateo, CA | Ph: (650) 868-7377

Objective

Lead customer delight through interactive explorations that deliver remarkable business impact.

Professional Experience

Movoto Real Estate Current **Lead UI/UX Designer**

Lead designer for all products. Work closely with Product Managers and Engineers in agile environment to publish and measure business-critical consumer & business facing product enhancements.

Key Contributions:

- Increased phone call leads by 300% utilizing unique layout and icon placement.
- Redesigned Mobile App to modern flat design standards.
- Sole design contributor to Movoto for Agents App tracking \$9M+ in revenue.

Baynetwork, Inc. 04/2012–03/2014 **Web (Graphic) Designer / Marketing**

Design, produce, publish & manage all web projects and marketing communication. Projects include managing NetSuite hosted e-commerce site with over 10K SKUs, customizing WordPress micro-sites for inbound lead capture, working closely with web developer to define customer needs and the work-flow of the customer center, email marketing template design, and designing all printed sales collateral.

Key Contributions:

- Increased web traffic by 80% through SEO optimization and micro data implementation.
- Increased lead conversion by 150% through A/B testing on e-commerce landing / product pages.
- Defined visual style for company's private Android app.
- Garnered national attention with Forbes article through social marketing tactic.

Peninsula Shops 08/2009–03/2012 **Founder**

Built a Small Business community focused on helping local merchants with their online presence.

Key Contributions:

- Managed 120 small business clients through web, marketing and social media consulting.
- Founded Peninsula Twitter Hunt which was covered in INC magazine.
- Designed and sold direct marketing campaign that received a 60% response rate.

Introgression Ongoing **Freelance Designer**

Work with Silicon Valley businesses to help them establish a better online and brand presence through web, interactive, and graphic design solutions. Each client's requirements are based on the stake holders or hiring managers goals to better reach the user/customer and/or demographic focus for maximum ROI.

Client List

- Fujitsu • Gaia Essentials • Milk Pail Market • Sigona's • RP Diamonds • The Growth Coach
 Glu Mobile • Elliott Chandler • Sakura Teppanyaki • Tom's Outdoor Furniture

Relevant Knowledge

- 3-D Animation
- Open Source CMS
- SEO vs. Social Engagement
- Start-up Experience
- Responsive Web
- Logo Development / Style Guides
- Corporate Communications
- Rapid Prototyping

Education

- Master of Fine Arts
- Web Design & New Media
- Thesis Incomplete*
- Academy of Art University
- Bachelor of Arts
- Visual Communications
- Collins College

Added Value

- Board Member Redwood City Downtown Business Group
- Founder of Peninsula Twitter Hunt
- Learning to play the Banjo
- AIGA Member