

Visual (Web / Graphic) Design Professional

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

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

Objective

Further my career as User Experience Designer while specializing in human center interaction and design thinking to help solve software and web friction points..

Professional Experience

Movoto, Inc.

UI / UX Designer

Current

Offer design expertise and specialize in user centered design practices to increase core metrics through web enabled and mobile products. Optimize workflow and UI elements for maximum engagement throughout all products. Work closely with Product Managers and Engineers in agile environment to publish and measure business-critical consumer facing product enhancements. Define personas and schematically evaluate use-case scenarios that match marketing and sales-funnel targets for consistent communication and timely calls to action.

Key Contributions:

Increased phone call actions by 300% utilizing unique layout and icon placement.

Redesigned Mobile App to modern standards while providing a style library.

Validation of concept products and features through story boards gained from user testing.

Baynetwork, Inc.

Web (Graphic) Designer / Marketing Manger

04/2012–03/2014

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

Founder

08/2009–03/2012

Built a "small business" community focused on helping local merchants do better marketing online.

Key Contributions:

Managed 120 small business clients through web, marketing and social media consulting.

Founded Peninsula Twitter Hunt.

Designed and sold direct marketing campaign that received a 60% response rate.

Introgression

Freelance Designer

Ongoing

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

40% completed 2012

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

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SKILLS

UI / UX

Iconography

Web Design

Graphic Design

Project Management

Work-flow Strategy

Digital Production

Wire-framing

Typography

Layout

TOOLS

Adobe Suite CS6

HTML5 / CSS3

NotePad++

Pencil & Paper

