

I am a multi-faceted creature who walks the line between design aesthetics and the user experience while considering accessibility, usability, and web standards.

BIO: In addition to being an experienced digital designer with strengths in design concepts, strategy, and execution. In my 15 years as a digital designer, I have had the privilege of working with a variety of clients, across industries, both big and small. I believe in design solving problems, have a passion and enthusiasm for the medium, and love new challenges. As a designer, I am enthusiastic about the big idea, paying attention to detail, persevering, and dedicated to form and function making the best possible solution.

Freelance Digital Designer, Frontend Developer * ongoing work

EVERYWHERE, ANYWHERE

Digital Designer focused on delivering branding, interactive, and illustration for small businesses and non-profit organizations. Creative design and direction, interface design, usability, digital campaigns for promotions and email, guidance based on stats and site use.

Marketing + UI Designer * Sep 2010 - Jan 2011

UPTURN SOLUTIONS, BIGFORK, MONTANA

Designer leading the creative development of a Rich Internet based tool set. Designing user interfaces (web and mobile), usability/trends based on use, analytics, feedback, and case studies, create core design, guide the development of the application with mock ups, HTML/CSS prototypes, and wireframes. Create and define the external marketing messages, manage hands-on creation, development and day-to-day of digital campaigns for enews and websites, marketing materials, tradeshow graphics and booth.

Creative Director * Mar 2005 - Aug 2010

SNOWDOG WEB DEVELOPMENT, WHITEFISH, MONTANA

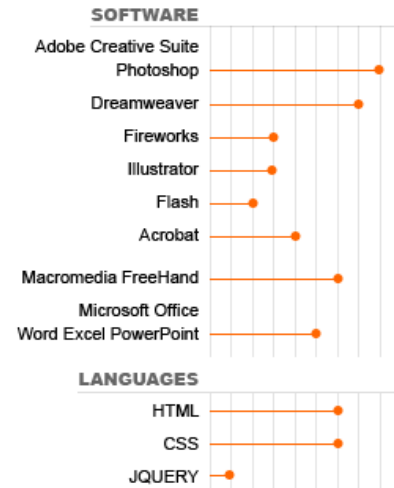
Small team focused on delivering websites that fit the clients objectives and goals. It was a hands-on creative/design and development role: creating designs, crafting messages, presenting pre and post sales, mock-ups, and wireframes. Direction of content architecture, marketing messages, deliver pitches for ongoing digital campaigns, creative direction, interface design, usability, changes/refinement based on site use and analytics.

Web designer + Production Manager * Mar 2003 - Mar 2005

PAZ DESIGN GROUP, SALEM, OREGON

Responsible for creative design, development, and project management of client web sites. Interface layout, usability, information architecture, content architecture and coding of HTML/CSS. Also design and create print materials, print management including project management, and color proofing. Responsible for client accounts, business management, customer service and technology infrastructure.

SOFTWARE / SKILLS



EDUCATION

- Graduate, May 1989, Certificate in Design, Masters Institute Of Technology.

REFERENCES

- Are available upon request.

PORTFOLIO / DETAILS

- www.heyjohnnyb.com