

# Jason Salamone

UI/UX Designer & Front End Developer

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## Profile

I'm a creative visionary with 20 years of experience in User Interface Design, User Experience Design, Brand Management and Front-End Web Development for B2C and B2B audiences throughout all stages of website, mobile, print and online application development. I've been trained in User Interface design processes and lead user interface design and brand management initiatives from start-ups to large corporations. I love to use tools like Sketch to design complex user scenarios and simplify them to create easy to use interfaces. I love working with teams and using products like Asana and Jira to help jobs stay on track and meet tight deadlines.

## Skills

Graphic Tools: Sketch, Adobe CC for Photoshop and Illustrator (19+ years experience), OmniGraffle, Balsamiq  
Web Development: HTML 5, CSS 2 & 3, (20+ years); Bootstrap and Foundation (3 years) J-Query (Moderate)  
Third Party Tools: Asana, Jira, Shopify, Highwire, WuFoo Forms  
Email Marketing: Campaign Monitor, Exact Target. MailChimp (12+ years experience);  
Print Production: Quark, Adobe Indesign, Acrobat Pro (19+ years experience)  
Business: Microsoft; Word, Excel, PowerPoint, Outlook, iWork; Keynote, Pages (20+ years experience)

## Career

### UI/UX Designer for iuzeit.com November 2016 - February 2017

Was awarded a contract job for a young start up company to be hands on and lead the redesign of an existing website and web application that focused on smart phone reviews from consumers and product experts. Using Sketch, Photoshop and Illustrator I created a new style and established a new brand identity for the company. I redesigned all the pages throughout the website improving the work flow and user experience to key components of the website.

### Freelance Designer and Developer January 2015 - Present

For the past couple of years I have designed and developed engaging customer facing designs for several companies and advertising agencies for a wide range of industries. I have worn many hats of responsibilities that included meeting with clients to determine marketing and design visions, establish brand identities, scopes of work, determining budgets and deliverable time frames.

Some of my most notable projects included a high end luxury resort chain Oasis Hotels & Resorts which features properties throughout the Caribbean and Mexico. I served as the lead UI/UX designer and front end web developer for several websites which include oasisfun4families.com, o-weddings.com and oasislovesromance.com. UX duties included using Adobe Illustrator to create sitemaps, wireframes and interface designs for various functions throughout the websites. UI Design duties included using Adobe Photoshop for page designs for websites, landing pages and promotional emails. Designs were created using the foundation grid system with break points in order for designs to be responsive. Designs were then converted into HTML 5, CSS 3, jQuery using the Foundation grid system. Emails were converted into HTML to be used in the mail chimp email platform.

I also lead the UI/UX design and front end development for an e-commerce website for one of the leading apparel companies in the education industry Teacher Tops Boutique. The new site was created using the e-commerce

platform shopify and Adobe Illustrator was used to create wireframes and site maps to establish the site's architecture. Adobe Photoshop was used for the UI design and front end development was created using HTML 5,

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(Career continued)

CSS 3, jQuery and shopify's liquid code to customize a theme template. In addition to the website I also accomplished the following:

- Created a new logo using Illustrator and established a brand identity that would connect with a female audience
- Establish a social media presence through Facebook and Instagram, created ads in Photoshop and posted ads.
- Created all marketing materials for print and digital platforms using Illustrator, Photoshop, Indesign and utilized mail chimp for all the HTML email marketing.
- Created t-shirt designs in Adobe Illustrator, one of which has become the #1 selling t-shirt for the company.
- Open new revenue streams by focusing on the marketing for custom and bulk orders for school and business.
- Introduce new features such as online order forms that lets the user personalize a shirt. These efforts lead to many new orders with schools and businesses across the country and vastly improved search engine rankings.

In addition to these two clients I have worked with a range of clients that consisted of start ups to established companies who needed design make overs for print and web. I have been able to provide leadership to design and conceptualize effective marketing collateral that help business development and meet business goals through forward thinking designs and strategies.

### Senior UI/UX Designer for Harland Clarke August 2014 - December 2015

Working remotely in an Agile environment I lead the UI design to overhaul the design of an existing web application which allow users to design their own cards, stationery and variety of other products online. The application was designed to be responsive and implemented across many different websites that included expressionary.com, Walmart Stationery, BJ's Stationery and iprint.com. Main responsibilities and accomplishments included:

- Worked with UX designer to create sitemaps, work flow processes, wireframes and prototypes for the web application using Balsamiq Mockups.
- Lead the interactive and interface design for the web application using Adobe Photoshop
- Created a new unified style for the web application template including all elements such as colors, fonts, form elements, and icons. Designs were created using Adobe Photoshop and converted to CSS.
- Collaborated back and forth with back end development team to ensure designs remain intact throughout the development life cycle.

### Senior User Experience Engineer for Simpli.fi December 2013 - August 2014

Simpli.fi, a digital advertising company generating \$20 million plus dollars a year, asked me to come on board to recreate user-centered designs for they're existing web application with careful consideration for business requirements, user feedback and usability findings. The web application consisted of a user interface that allow users to create and view their status of online advertising campaigns, set budgets, view analytics, design banner ads and a wide variety of other task on their computer, tablet or mobile phone. My main responsibilities and accomplishments included:

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- My first task was to work through sprints to review current platform and research competitor's platforms to strategize UX improvements and the architecture throughout the web application platform and ad designer tool.
- Created sitemaps, wireframes and page layouts in Balsamiq Mockups for user interface layouts.
- Designed the architecture of a new navigation scheme for web and mobile platforms throughout the entire web app that introduce easier navigation and improved work flow for the user.
- Created the user interface design in Adobe Photoshop for all screens of the web app.
- Utilized Adobe Illustrator and Photoshop to designed the interface for an online design tool that let customers create their own banner ads.

### **Senior UI Designer and Front End Web Developer for Aviall (A Boeing Company) May 2008 – October 2013**

Brought on board to be the lead UI designer and front end developer for Aviall's e-commerce website which at the time contained over two million parts. The original site consisted of highly complex user experiences that had to be simplified for a quicker and more efficient buying experience. Working with business managers, sales teams, and programmers I designed and developed user experiences that improved many important aspects of Aviall's e-commerce website. Key Accomplishments included:

- Was recognized by the company for playing a major role that increased first year sales growth from \$300 million to \$400 million following the site redesign. Sales continue to grow to \$500+ million over the next few years.
- Created wireframes and work flow designs in OmniGraffle to established intuitive navigation methods to minimize the number of click throughs in the shopping cart screen that resulted in a faster check-out process.
- Based on feedback from customer surveys and in-depth interviews with sales team I introduced and designed features that improved user experience within the advanced search tool making it faster to find products.
- Created site maps, wireframes and designs for micro-sites in Adobe Illustrator and Photoshop that landed \$100 plus million dollar government contracts for the company.
- Lead the strategy and created designs in Adobe Photoshop for Avail's first corporate website.

### **Senior UI Designer for Match.com July 2007 – May 2008**

My role at match.com was to solely focus on user interface design utilizing Adobe Illustrator and Photoshop that improve the user experience for some of the most important aspects of the match.com website. I worked with a team that recreated the site's architecture and re-designed the web site's photo manager tool that generated 3 million dollars in revenue. Working in OmniGraffle and Photoshop I redesigned the interfaces for Match Instant Messenger, Match Mobile and AOL's Dating site that improved subscription conversions across the site.

### **Senior Graphic Designer and Front End Developer for Sabre Holdings, Inc. March 2005 – July 2007**

Was chosen from several candidates to provide design and art direction for two new marketing agencies within the Sabre Holdings organization. Working in tandem with the marketing team we created concepts for ad campaigns for Carnival Cruise Lines, Royal Caribbean Cruise Lines, Funjet Vacations, American Airlines, and Walt Disney World to name a few. Once a concept for an ad campaign was conceived I was tasked to create designs using

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(Career continued)

Adobe Photoshop, Illustrator, Quark Express, HTML and CSS for printed and digital marketing materials, HTML promotional landing pages and e-mail campaigns. Key Accomplishments included:

- Created and designed award winning package designs in Illustrator and Photoshop for themed marketing campaigns for Carnival Cruise Lines.
- Designed and developed corporate web sites for the Jurni and Nexion divisions using Photoshop, HTML, CSS and jQuery as well as all the graphics and marketing material for the company's yearly conference.
- Worked with vendor shipshapes.com to create uniquely shape post cards in Illustrator and Photoshop for various ad campaigns.
- Design email campaigns in Photoshop and converted designs in HTML utilizing Exact Target e-mail platform.

### **Senior Web and Graphic Designer for Physician's Education Resource/Cancer Information Group October 2000 – March 2005**

I was originally brought on board for a senior graphic designer position. When the company learned I was about to graduate with my web developer certification through Baylor University it turned into the opportunity to help establish a web department from the ground up. I quickly earned my role as the lead UI designer and front-end web developer for two of the top cancer research companies in the United States. The department quickly grew and I supervised a web team that consisted of two developers and a staff of medical writers to meet tight deadlines for four different departments. I was tasked with taking all the printed publications and convert them into HTML to create an online publication website. I was responsible for coordinating the full range of project development from the initial site architecture to UI/UX design to front-end coding for all the company's websites and e-mail campaigns. Some key accomplishments included:

- Created the entire UI Design for the entire PER website using Adobe Illustrator and Photoshop.
- Introduced new revenue streams by developing an online registration system for various company web sites.
- Designed and developed a web site in Adobe Photoshop and Dreamweaver for a national consumer magazine [www.curetoday.com](http://www.curetoday.com).
- Converted all of company's publications to a web format utilizing XML, HTML and CSS.
- Created HTML e-mail campaigns in Adobe Photoshop resulting in increased awareness of company.
- Won multiple company awards for outstanding dedication and performance.

### **Web and Graphic Designer for Southwestern University June 1999 - October 2000**

Southwestern University is where I cut my teeth as a lead designer. I came into the job with a good understanding of graphic design and web development, but I did not have a lot of experience in leading the creative process. Working directly with the school's marketing coordinator I quickly learned the ropes of project management and coordinating schedules and deadlines. I designed a variety of ads, brochures, web sites and a 18 page quarterly magazine using Adobe Illustrator, Photoshop and QuarkExpress. After the first publication of the magazine I took over all the duties for the magazine. I worked with various departments to select topics and stories that would appear in the magazine and worked with writers and proofreaders to maintain a tight production schedule. I was also required to do all the prepress work to create print ready files that was sent off to a commercial printer.

**Advertising and Promotions Manager for Printing Research Inc.  
January 1999 - June 1999**

My main responsibility was to coordinate and manage the trade show booth for the company at trade shows across the United States. I worked with contractors on site to supervise the setting up and dismantling of the trade show booth and assisted sales managers in the booth. I also had the opportunity to get my first taste of creating a variety of ads and graphics in Photoshop and Illustrator for a major marketing campaign and assisted in creating graphics for the company's trade show booth. This was also my first experience in learning the process of creating a major corporate website. I sat in on meetings that involved the planning and creating the architecture of the site and had a great teacher working with the senior designer who show me the processes for creating the user interface for the web site. Following his direction I created graphics in Photoshop that appeared on the website.

## Education

**Baylor University :: 2000-2001**

- Web Developer Certification

**American Trades Institute :: 1997-1998**

- Certificate in Graphic Illustration
- Graduated With Honors
- Valedictorian

**Navarro Jr. College 1994 - 1996**

- Basic Courses Completed

**Red Oak High School 1989 - 1993**

- Graduated with High School Diploma

## Recommendations

"I hired Jason years ago in order to put together the new front end of the [aviall.com](http://aviall.com) website. He is one of the most gifted individuals I know in regards to artistic and design ability for websites. He has a special eye and talent for what a site can look like. He has also contributed to personal sites for our church and other organizations. In addition, he can do great powerpoint designs as well. Any company hiring Jason will have a special talent and gift to produce the most attractive web site."

**- Brain Williams, SAP Architecture and Development Manager for Aviall**

"Jason is our "go-to" person for all our web needs. He is unique in that not only can he build web-ready files, but he is also a great designer. He is reliable and very creative. Jason is also very easy to work with and always finds the perfect solution for what we are trying to achieve."

**- Francesca Lum, President of Lum Design & Associates, New York City, New York.**

"I was fortunate enough to work with Jason at Physician's Education Resource during a time of great growth and change for the company. An invaluable member of the team, Jason met every challenge with his strong desire to provide the most efficient and elegant solution. His natural curiosity and constant desire to learn were critical to our success as we invented the company's online presence. These traits continue to strengthen his abilities as a web designer and developer."

**-Todd Hagler, Marketing Communications Coordinator at Dexter + Chaney,**

Jason is a terrific graphic designer who works well with a team and on his own. His efforts were key to the successful award winning marketing developed as part of Jurni Network, a marketing consortia for travel agents. His web design skills were instrumental in increased marketing spend by suppliers as he worked closely with each company to create ad campaigns and marketing messages. I would highly recommend Jason and would definitely hire him for any creative role which may open up."

**- Kathy Humen, Director, Travel Administration**

References available upon request