



# JASON ELLIOTT

UX/UI DESIGNER



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## about me

I'm a user experience designer with an insatiable curiosity, a passion to solve problems, and significant marketing and project management experience. I'm also a world traveler who loves food, but transforming ideas into harmonious design solutions feeds my soul.

### SKILLS

User interviews  
Personas  
Journey mapping  
Wireframing  
Prototypes  
User testing  
Branding  
Visual mockups  
Illustration

### APPLICATIONS

Sketch 3  
Illustrator  
Photoshop  
Axure RP  
Proto.io  
InVision  
After Effects  
Premiere  
Flash

## education

### B.S. INTEGRATED MARKETING COMMUNICATIONS

Florida Gulf Coast University | Fort Myers, FL May 02 - May 06

### ART HISTORY

University of Miami | Coral Gables, FL Aug 00 - May 02

### ACHIEVEMENTS

Marketing campaign via social media and direct mail efforts led to Crunch Naples jumping to number one in the nation for sales out of 74 franchise locations.

Presenter in regionals for National Student Advertising Competition for mock marketing/advertising campaign for Postal Vault.

Alpha Delta Sigma member (Advertising Honors Society)

Graduated Dean's List

## experience

### UX/UI LEAD

uStudio | Austin, TX

Feb 17 - Present

Product design for new Live Streaming platform. Created hi-fidelity comps while working hand-in-hand with developers for product build.

Led UX research to create an engaging user experience. Wireframed, prototyped and user tested all design concepts.

Worked with subject matter experts while collaborating with Marketing & Solutions departments to revamp branding guidelines and establish design principles that aligned with organizational goals and objectives.

### UX/UI DESIGNER

DESIGNATION | Chicago, IL

May 16 - Nov 16

Developed branding guidelines and design principles for responsive redesign of clients' web platforms. Created wireframes, user personas, hi-fidelity mockups & style guides.

Led UX research to optimize users experiences

User tested all design concepts to ensure user flows were intuitive and inline with the users mental model.

### PROJECT MANAGER

4What Interactive | Naples, FL

Aug 14 - May 16

Served as client liaison and managed all eLearning and web development projects for Cisco Systems, Sapient and Exxon.

Overhauled production process from project kickoff through final delivery to include agile methodologies.

Worked directly with subject matter experts in unified communications on content development for end user corporate training.

### MARKETING MANAGER

Crunch Fitness SWF | Naples, FL

Dec 12 - Aug 14

Increased member sales to number one in the nation through marketing campaigns, social media and corporate wellness programs.

### MARKETING MANAGER

MAPA Group LLC | Naples, FL

Dec 08 - Dec 12

Lead generation and direct mail marketing campaigns increased year end revenue by 100 percent.

### MARKETING COORDINATOR

Modern Consumer | New York, NY

May 06 - Nov 08

Lead generation and media buying.