

## CONTACT

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## SKILLS

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### UX/UI AND GRAPHIC DESIGNER



- Adobe Creative Suite (expert and advanced)
- HTML5, CSS editing
- Designing usability and look for products (Websites, Educational Games, and Apps) with Figma, Celtra, Sketch, Adobe XD, Photoshop, and Illustrator
- Internet and Print design using InDesign, Illustrator, and Photoshop
- Design and campaign expert in Internet advertising and social media packages, as well as print campaign tie-ins
- Miscellaneous skills include Copywriting, Video Production, and Editing.

### ANIMATION



- Adobe Animate, and After Effects
- Digital Advertising

### LEADERSHIP/MENTORING



### ILLUSTRATION AND STORYBOARDING



### SCRIPT WRITING (COMMERCIALS AND GRAPHIC NOVELS)



# DAVID JOHN

## UI/UX DESIGNER

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## WORK EXPERIENCE

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- **Graphic Design Instructor** FEBRUARY 2025 - PRESENT  
**Umpqua Valley Arts** ROSEBURG, OR
  - Designed computer lab, working within budget to purchase computers, software, printers, and scanners.
  - Teaching beginning Graphic Design classes including theory, software instruction and design critiques of design and animation projects. Created lecture materials in PowerPoint, and InDesign.
- **Freelance Graphic and UI/UX Designer** FEBRUARY 1994 - PRESENT  
**Self Employed** NEW YORK, SEATTLE, REMOTE
  - Delivered projects for clients, including Microsoft, Alaska Airlines, ESPN, and dozens more, developing designs to enhance user experience and satisfaction.
  - Managed digital advertising and email marketing to boost client engagement; created multimedia presentations and animations using InDesign, PowerPoint, Figma, and Adobe Animate.
  - Oversaw visual branding, including logo and graphic poster design, and produced graphic novels and fine art commissions, showcasing storytelling and artistic skills.
- **UX II Designer** JULY 2021 - JULY 2024  
**AT&T**, Contracted through Axleon Inc REMOTE
  - Developed new digital advertising products for AT&T.com, including guidelines, styles and templates.
  - Designed AT&T websites in Figma and Adobe UX including multicultural programs, concert tours, major AT&T project launches, entertainment networks and more using Figma and Adobe UX.
  - Created graphics and UX for advertisers and promotional partner sites (Batman: Arkham Asylum, NBA, U-Verse, Yahoo Fantasy Football, YahooMail) using Figma and Adobe UX.
  - Designed AT&T arena and scoreboard displays for NBA G-League events
  - Designed new map product for concert tour site, with an eye towards easy reuse and repurposing.
  - Produced social media assets and edited videos for AT&T and partners.
- **Freelance Graphic and UI/UX Designer** SEE ABOVE ENTRY  
**Self Employed**
- **Visual Designer, Level 5\*** MAY 2012 - NOVEMBER 2018  
**Amazon Inc.** Advertising and Experience Team (ADX) SEATTLE
  - Developed and implemented rich media ad campaigns for top clients (e.g., Braun, Proctor and Gamble), utilizing Photoshop, Figma, and After Effects, while ensuring advertising and website quality.
  - Led an 8-member design team, transitioning ad creation from manual to automated processes, which included developing training programs.

# EDUCATION

**BACHELOR OF SCIENCE (B.S.),  
VISUAL COMMUNICATIONS,  
Western Washington University  
Bellingham, WA**

**Emphasis:** Illustration &  
Video Production, Writing, Illustration  
**Minor:** Canadian Studies

- **Visual Designer, Level 5\* cont.**

**Amazon Inc.** Advertising and Experience Team (ADX)

- Doubled Orgain's investment and secured significant contracts with Panasonic (\$250K) and Fitbit (\$1M) through innovative design strategies.
- Designed wireframes, UI, and dynamic content for mobile apps across iPhone, Android, and Kindle Fire platforms.
- Worked as a Usability Consultant, setting up testing policies for sales teams, developers, and stakeholders to improve product viability.
- Contributed to the ADX Bar Raising team by creating a new quality grading system and reviewing 50% of Tier 2 ads for quality and style in early 2018.
- Served as an expert on the ISO Team for AAP and Amazon.ca, providing guidance and support.
- Secured third place globally as Amazon's top ad unit producer, showcasing outstanding productivity.
- Led the creation of Wakescreen ads for Kindle devices, significantly improving user engagement with innovative advertising approaches.
- Influenced departmental strategies and policies through usability testing consultancy, utilized client feedback for design standards, and trained designers with product-driven insights.
- Directed the development of wireframes, user interfaces, and content for mobile applications on iPhone, Android, and Kindle, demonstrating comprehensive mobile app design expertise.

- **Senior Lead Designer**

**AdReady Inc**

OCTOBER 2006 - MARCH 2012

SEATTLE

- Created engaging media ad campaigns using animation software, Photoshop, and HTML5 while mentoring four junior designers.
- Established the design department at a startup, driving strategic growth in UI/UX and product design.
- Instrumental in developing the AdReady C-Tool, enhancing clients' ability to deploy animated ads autonomously.
- Managed a Creative Services team, serving over 400 clients with productivity improvements, achieving 10,000 advertisements.
- Collaborated with marketing professionals, clients, and developers to produce compelling interfaces, ensuring high-quality outputs through effective press runs and printer communications.
- Authored the company's style guide, setting design policies and providing technical guides for Flash and HTML5.
- Created templates for PowerPoint, emails, newsletters, and print materials, aligning with best practices and client style guidelines.
- Provided digital creative services to leading clients like Alaska Airlines, AT&T, and Hilton Hotels, enhancing brand visibility and engagement.

- **Illustrator /**

**Educational Game Designer  
McGraw-Hill Publishing**

MAY 2004 - OCTOBER 2006

BOTHEL, WA

- Illustration and UI design for educational games, teaching math and English using Animate, Illustrator, and Director.
- Collaborated with educators in designing gameplay and UX/UI design of children's educational products.
- Character design and animation, environment illustration.
- Collaborated with coders to create effective animations and the smoothest gameplay.



DAVID JOHN DESIGN  
PACIFIC NORTHWEST

More Early Career Information Upon Request