

CONTACT

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SKILLS

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

WORK EXPERIENCE

- **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.

Description cont. on next page

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** OCTOBER 2006 – MARCH 2012
AdReady Inc 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 /** MAY 2004 – OCTOBER 2006
Educational Game Designer BOTHEL, WA
McGraw-Hill Publishing
 - 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.