





-  email for mobile info
-  Greater Seattle Area
-  www.jraddesign.com
-  jrad@jraddesign.com



summary

Highly creative and multitalented graphic designer with over seven years experience in web and application development, advertising, marketing, and print design. Exceptional collaborative and people skills, dynamic team player with well-developed written and verbal communication skills. Passionate and inventive creator of innovative advertising strategies and campaigns performing under deadline-driven environments and above client expectations. Major strengths in campaign conceptualization, development, and implementation.

PROFESSIONAL EXPERIENCE

- Application Spec Design, Functionality & Workflow
- Website Layout Design & Spec Writing
- Website Banners & Ads
- UI/UX Wireframes and Flows
- Logos, Icons, and Branding Packs
- Magazine Ads, Brochures, & Newsletters
- Posters and Banners
- Packaging and Conceptualization
- Visual Composition and drawing 2D & 3D
- Advertising and Product Photo Shoot Conceptualization
- Photo Retouching
- Advanced Photo Manipulation

ux & visual

Brought design points from creation through to feasibility, proof of concept, feature validation, and development.

Passionate and enthusiastic about establishing cutting edge techniques and ideas for innovative and fresh designs.

Creative while respectful of boundaries, branding requirements, budgets, and implementation timeline.

Adept visualization of a final product with ability to carry through to completion.

Strong visual design skills that complement the ability to work through UX processes and solutions.

branding & campaign

Effectively identified company's image, customer and partner idea requirements utilizing various research methods in order to create full branding packages across multiple mediums.

Executed process requirements into clear and actionable requirements.

Produced prioritization and trade-off decisions based on business, partner, and customer needs.

Conducted close-customer support with sales, sponsors, and partners to achieve seamless advertising campaigns.

Proficiently in managed project schedules, solved complex problems, and nurtured cross-group collaborations.

management

Coordinated and organized ~50 amateur and professional athletes—(surf, skate, snowboard, ski, wakeboard) for photo shoots, ad campaigns, branding specs, recruitment




Managed representation of brand and athlete collaboration to benefit both parties, ultimately working towards the company's advertising strategy and application goals.

Influenced strategic decisions of other businesses to create better overall partnership opportunities.



Created and developed mutually beneficial internal and external partnerships.

Achieved strong relationships with industry associates around the country.




design tools

-  Photoshop
-  Illustrator
-  InDesign

3-D tools

-  Autodesk Maya
-  ZBrush

platforms

-  Mac OSX & iOS
-  Android OS
-  Windows and Windows Phone

career history

- 2011 - current**
Amazon
Senior UX and Visual Designer
- 2010 - 2011**
Microsoft SBG via Filter
UX and Visual Designer
- 2009 - 2010**
Fountainhead Mobile Solutions
UX, UI, Marketing and Advertising Designer
- 2006 - 2009**
Imperial Motion, LLC
Marketing Manager/Team Manager
- 2005 - 2006**
Kwokman Productions (ESPN & Fox Sports)
Production Assistant

education

Washington State University
Bachelor of Art in Communications