JASON FLORENCE
UX/UI DESIGNER DEVELOPER

www.jflo.io / jason@jflo.io / 206.883.4400

PROFILE

Seasoned UX/UI designer and developer of human-centered internet applications.

SKILLS

Competencies: Information architecture, Whiteboarding, Paper sketches, Wireframing, Interactive prototyping, High fidelity comps, Heuristic evaluation, User research studies, Usability testing, Scrum, Agile, Style guides, Pattern libraries

Tools: Adobe CS (Ps, Ai, Ae, Xd), Sketch, InVision, Principle, CanvasFlip, GIT/GitHub/GitLab, NPM, Grunt, HTML5, CSS3 (SCSS/LESS), JavaScript (ES5/6), JSON, PHP, AngularJS, Ember, Bootstrap, Underscore, D3.js, Greensock, Final Cut Pro

EXPERIENCE

Hitachi Vantara   —   Bellevue, WA
UX/UI Designer: 11/16 - Present
Hitachi Vantara provides a suite of products focused on data ingestion and visualization from industrial machines equipped with sensors.
Main Roles:
- Delivering site maps, user flows, and wireframes
- Building prototypes using Sketch, InVision, Bootstrap and AngularJS
- Conducting remote usability tests with prototypes
- Designing and presenting high-fidelity prototypes to stakeholders
- Developing UI in coordination with engineers using HTML, SCSS, and AngularJS
- Working across the whole Lumada suite of products to ensure consistency

Mixpo, Inc.   —   Seattle, WA
Senior Web Designer: 2/11 - 4/13   /   Front-End Developer: 4/13 - 11/16
Mixpo provides a web-based application that enables publishers to create and manage interactive advertising campaigns.
Main Roles:
- Build the UI and interactions for enterprise-level software
- Develop and maintain pattern library for other employees to reference
- Design and develop customizable widgets for added value of product
- Design and develop custom demos and prototypes for clients
- Development and maintenance of public and private CMS-driven web sites
- Work in close coordination with design and marketing to ensure feasibility and estimates for deliverables

Sesame Communications, Inc.   —   Seattle, WA
Senior Web Designer: 8/06 - 2/11
Sesame Communications provides practice management solutions and marketing websites to the dental & orthodontic industries.
Main Roles:
- Design and develop full websites for clients. Process involves creating design comps, revising based on client feedback, then building and delivering completed product
- Perform in close coordination with project managers while adhering to strict deadline metrics
- Support in-house marketing initiatives, maintenance of proprietary tools, and design/development of new material for proprietary content

EXPERIENCE
CONT.

Verizon Superpages | Everett, WA
Web Designer: 3/05 - 8/06
Verizon Superpages offers website design and development for small to medium businesses.
Main Roles:
- Designed and developed websites for small businesses advertising through Verizon Superpages
- Created Flash animations for website introductions and banners
- Consulted with clients to determine needs for design and functionality of websites

EDUCATION

The Art Institute of Seattle, 2004
Associate of Applied Arts in Multimedia

Western Washington University, 1999
Bachelors of Arts in English