

Jason Lien

UI Designer

Tempe, AZ
952.454.0678
jason.lien2@gmail.com
linkedin.com/in/jason-lien2
jasonliendesigns.com



Graphic designer pivoting a career towards User Interface. Creative problem solver with a holistic design approach to every project. Ready to join an innovative team that puts creative problem-solving as a priority.

Skills

UI/UX Design
Graphic Design
Wireframes
Typography
Color Theory
Responsive Design
Prototyping & Mock-Ups
Interaction Design
User Flow
Branding
User Testing
User Personas
Visual Presentations
Self Motivated
Detail Oriented
Communication

Tools

Adobe XD
Sketch
Shopify
WordPress
Invision
Adobe Illustrator
Adobe Photoshop
Premiere Pro
After Effects

Education

CareerFoundry

User Interface Design
Front-End Development
2020 – 2021

Bemidji State University

Bachelor of Arts Degree
Design Technology
Print Design
Digital Design
2007 – 2011

Project

November 2020

Barebones Kitchen is a responsive recipe web app for the working adult. I conducted user interviews where I learned my audience likes to view recipes as a printed page. This feature was added with a toggle switch, the user can toggle in-between normal and print view. User personas and user flows were created before I sketched wireframes. After I conducted some user testing I digitized the responsive screens in Adobe XD.

Experience

Freelance Graphic Designer

2019 – Present

- Meeting and communicating with clients to understand requirements and specs.
- Design advertisements, brochures, logos, magazine covers, tee shirts, web pages, and other branding and communication materials.
- Design layouts for creative projects, print work, and advertising.
- Deliver production-ready art to clients after designs have been approved.

Graphic Designer, Creative Content Manager

2018 – 2019

M.A. APPAREL & PROMOTIONS INC., Minnetonka, MN

Achievement: Compiled a social media plan for three separate companies with-in one company. Created an Instagram and Facebook posting schedule that aligned with each companies audience. Met with the marketing team and ownership to put together a three-month email campaign plan.

- Created logos, designs for screen printed tees, sublimated jerseys, event merchandise, and other promotional products for domestic and international clients.
- Took photos at events, video of products being created, successful client case studies to share on the company's social media pages and email campaigns.
- Designed and maintained company websites using WordPress, Weebly, and Wix.
- Submitted approved designs to the factory; created separations for screen printing or sublimated and cut-and-sew apparel for a vendor.
- Created and distributed an advertisement over social media and E-mail, for rugby balls, which sold more than \$60,000 every year for three years.

Graphic Designer, Marketing Coordinator

2014 – 2018

M.A. APPAREL & PROMOTIONS INC., Minnetonka, MN

Achievement: Designed custom Shopify websites that followed the client's brand standards. Added all of the client's products to their store and organize them into categories for easy shop-ability. Connected the back-end payment and ordering details to finalize the store.

- Received requests from Sales Representatives to conduct various creative tasks for clients, including custom screen-printed designs, logo placements, and promotion products.
- Created ads for monthly specials, distributed to a client email list via Constant Contact.
- Photographed products for uploading to social media platforms and company website.

Graphic and Layout Designer

2012 – 2013

TONKA LIVE MAGAZINE, Minneapolis, MN

- Designed page layouts for up to five monthly stories and up to three recurring stories.
- Developed creative ways to make stories more visually appealing by adding more interest to the photo and made photos appear to pop off the page.