

John J. Tavitas

UX/UI DESIGNER • ART DIRECTOR

✉ jay@jtavitas.com

☎ 210.279.5859

🌐 jtavitas.com

SKILLS

Animation

Art Direction

Branding

Conceptual Design

Creative Direction

CSS

Design Thinking

Digital and Print Design

HTML

JavaScript

Usability Testing

User Interface Design

User Journey Mapping

User Research & Personas

Wireframing & Prototyping

TOOLS

Adobe After Effects

Adobe Animate

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Bootstrap

CodePen

Figma

GitHub

InVision

Miro

Visual Studio Code

Art director turned UX/UI Designer with a desire to focus on product and visual design. Recently acquired a UX/UI certificate from the University of Texas, San Antonio with skills in **UX Research, Design Thinking, Prototyping, User Interface Development and Front End Development.** After 18 years experience of leading and developing advertising creative in healthcare, finance and retail, I've decided to pursue a path where I can utilize my analytical and creative mindsets to solve problems in the UX world.

EXPERIENCE

- Conceptualize, design, and present marketing campaigns and creative for Product Launches, POS offers, In-Store Branding and other projects
- Provide art and creative direction
- Art direct photo and video shoots
- Lead and mentor creative teams
- Collaborate with designers, lines of businesses, management and executives on various internal and external facing projects
- Develop and maintain working relationships with vendors and ad agencies
- Develop user interview plans, personas and user journeys
- Conduct user interviews and usability testing
- Create and iterate mock-ups and clickable prototypes
- Designed and coded marketing email campaigns and digital assets
- Developed and created CRM mailer print creative that increased ROI by 5%
- Wrote and art directed video and animation creative for social media and internal projects

WORK HISTORY

ART DIRECTOR - Visionworks of America - 2016 – Currently

GRAPHICS COORDINATOR - Archdiocese of San Antonio - 2016 – 2016

SENIOR GRAPHIC DESIGNER - Security Service FCU - 2010 – 2016

SENIOR GRAPHIC DESIGNER - H-E-B Grocery Co. - 2007 – 2010

GRAPHIC DESIGNER - NuPrints - 2004 – 2007

EDUCATION

UX/UI CERTIFICATE PROGRAM - University of Texas, San Antonio, TX

GRAPHIC DESIGN - San Antonio College, San Antonio, TX

COMPUTER SCIENCE - St. Mary's University, San Antonio, TX