

Art Director UX/UI Designer Art Director UX/UI Designer Art Director & UI/UX Designer with proven ability to translate business objectives into engaging user experiences. Dana Point, CA Over 10 years of experience in understanding and developing products from concept and into production Highly innovative, passionate creative with expertise in visual design, art direction, user-centered design principles and methodologies, wireframing, prototyping, and brand strategy keen eye for design and attention to detail in all things Thrive under pressure in fast paced and deadline driven environments Organized and meticulous by nature Natural leader Able to tell engaging stories through a visual medium Original and like it that way. Authorized to work in the US for any employer

Work Experience

Art Director UX/UI Designer Brand Buddha - San Clemente, CA April 2018 to Present Fast-paced branding agency and design studio in San Clemente, CA Specialized in brand identity, ux & ui design, rapid prototyping, print & digital design, internal project review, and client presentations Provided leadership and direction to junior designers and collaborated with cross-disciplinary creative teams to bring ideas from concept and into production with accuracy and on-deadline Developed design systems for brand identity guidelines and visual identity libraries, wireframing, rapid prototyping, print templates, and presentation assets Established company-wide processes and conducted internal reviews and client-facing presentations Mindful Experiences.

Creative Director Songwriter Co-Producer Broken Stems - San Diego, CA January 2012 to September 2018 Founded, directed, and performed in high-energy blues rock band Conceptualized and produced four albums, eight music videos, and 200+ live events Developed brand identity and strategy for album release campaigns Utilized social media and email marketing to enhance brand awareness, promote live events, and increase music sales Booked tours and managed weekly tasks and budgets Top 10 finalist for Macy's iHeartRadio Rising Star Contest

Born to Rock. Freelance UI/UX Designer Front- End Developer Waveside Solutions - Dana Point, CA November 2016 to April 2018 Founder and Creative Director of a full-service design agency Specializing in brand identity, web design, custom Wordpress development, and all forms of digital and print design Optimized brand experience and online presence Lead targeted marketing campaigns for various industries and products Built and maintained client relationships and

managed budget Develop and improve brand strategy Facilitated contract negotiations Provided solutions. Senior Designer UI/UX Designer FortuneBuilders - San Diego, CA July 2014 to November 2016 Worked closely with CMO, Marketing Director, and Brand Manager to translate business objectives into effective marketing campaigns and visual communications Designed wireframes, prototypes, and interactive websites and applications Managed a team of in-house designers and oversaw design handoff to developers Located, interviewed and hired outsourced freelancers when necessary Developed design systems and implemented creative process to streamline project efficacy Lead creative discovery and art direction Established company-wide guidelines and supervised use of branded materials Executed quarterly strategies to advance brand exposure and increase seminar attendance Crushed it. Lead Designer Front- End Developer Anacom Media - San Diego, CA March 2012 to July 2014 Acted as the lead designer at a client-driven marketing agency specializing in startup companies, branding, messaging, and video production Designed and developed twenty-five websites in one year Delegated tasks to a team of developers, content creators, and designers Created logo and visual identity for various clients Gained invaluable knowledge on brand strategy and logo design Wore every hat. Education B.S. Media Arts in Web Design PLATT COLLEGE SAN DIEGO - San Diego, CA August 2010 to December 2012 A.A.S. in Graphic Design Platt College San Diego - San Diego, CA January 2009 to July 2010 Business, Marketing University of Colorado at Boulder - Boulder, CO August 2004 to May 2008 Skills User Experience, Adobe, Wireframe, UX, Sketch, Figma Links <http://jgawlik.com> <https://www.linkedin.com/in/jessegawlik/> <https://www.behance.net/jessegawlik> <https://dribbble.com/jessegawlik>

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