

ALLAN KLAR

User Experience
Graphic Design

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EXPERIENCE

White Space Creative - Sr. Designer/UX Designer

02/2019 - Current

- Providing web, UX design, branding, graphic, and package design services for clients.
- Assist with Google business accounts bringing in over 100 web/phone inquiries a month

Bxterra Power Technology - Senior Designer/UX Designer

01/2018 – 08/2019

- Managed outside web design team to deliver new website while maintaining branding and message
- Developed the style guide for this startup to dictate the message, branding style, type, and color palette
- Redesigned user interface for software package using user-centered design based on user stories
- Managed the WordPress website maintenance and updates and other IT responsibilities eliminating the need for outside vendors and saving thousands of dollars

VisionTek Products LLC - Creative Marketing Director

05/2016 - 09/2017

- Worked to establish and maintain the visual integrity and consistency of the website
- Managed creative projects effectively and efficiently while maintaining deadlines and deliverables
- Designed and developed product packaging for VisionTek

Halock Security Labs - Senior Marketing Specialist

06/2012 - 05/2016

- Managed website development working with deadlines and connecting the different Subject Matter Experts
- Designed white papers, case studies, and email marketing projects to include prototyping and developing templates
- Developed high-level interactive marketing presentations and infographics

VisionTek Products LLC - Creative Marketing Manager

05/2006 - 06/2012

- Responsible for the maintenance, and overall visual design of the company website
- Developed single product packaging that eliminated the need for multiple sized boxes which saved the company over \$50,000
- Increased web traffic by 40% using SEO techniques like keyword phrases and cross linking and improving content.
- Leveraged expertise to develop engaging marketing and promotional materials, including flyers and advertisements

TOOLS

Adobe CC, Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, Figma, InVision, XD, MS office, Office365, WordPress, Joomla

SKILLS

UX Design, information architecture, user interface design, user personas, user stories, user research, wireframes, user flows, hi fidelity prototyping, sketching, branding, typography, color, visual design, usability testing, web design, HTML, CSS, graphic design, illustration, package design, style guides

EDUCATION

Bloc - UX Design

Intensive UX design program developing, User Interface, Wireframing, Rapid Prototyping and Visual Design.

Philippine School of Interior Design - Interior Design

Philippine Womens University - Classical Painting

MILITARY SERVICE

US Army - Served from 1988 to 1991

Served in Operations Desert Shield and Desert Storm

Commendations:

Army Achievement Medal, Good Conduct Medal, National Defense Service Medal, Army Service Ribbon, Southwest Asia Service Medal with 2 bronze stars