



David Jackson

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Portfolio attached as PDF

Experienced Visual Designer seeking Junior UI / UXD



Professional Summary

Seasoned Design Professional with 13+ years of entrepreneurial design leadership, strategically focused on the corporate workforce as a **UI/UX Designer**.

Deep expertise in visual design, front-end interface development, graphic production, and user-centric problem-solving. Proven ability to manage complex projects, lead creative direction, and deliver high-quality, accessible digital interfaces.

Technical Skills & Competencies

Design & Prototyping Tools

- **UI/UX Design:** Figma (preferred industry standard)
- **Vector & Raster:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Affinity Studio Suite (Designer, Photo, Publisher)
- **Prototyping:** Figma Prototyping

UX Methodologies & Principles

- **Design Process:** Wireframing (low & high-fidelity), Prototyping, Usability Testing, Information Architecture (IA)
- **User Research:** User Intent Analysis, Persona Development, Stakeholder Interviews
- **Accessibility:** WCAG Principles, Semantic Design

Production & Technical

- **Design Systems:** Experience adhering and contributing to established design systems
- **Quality Assurance (QA):** Design QA, Pixel-Perfect Implementation Checks
- **Web Languages:** Working knowledge of HTML and CSS (for developer collaboration)

Targeted Professional Experience

Web Interface Designer & Developer

Intel (Contracted via Aquent)

- Developed internal **web interfaces, navigational graphics, and interactive features** for the corporate intranet, functioning as an early-stage **UI Designer**
- Collaborated with technical teams to ensure **design adherence** and **technical feasibility** of front-end visual assets

UX Evaluator (Search Quality)

Google (Contracted via Randstad)

- Applied foundational **User Experience (UX) principles** to evaluate search result utility
- **Evaluated search engine results in comparison to perceived user intent**, directly contributing to quality satisfaction

Prepress Quality Assurance (QA)

TinyPrints (Contracted via Adecco)

- Performed intensive **design Quality Assurance (QA)** and adherence checks on personalized stationery products
- Ensured **pixel-perfect delivery** and compliance with complex print standards for high-volume custom orders

Creative Lead & Art Director

Mandala Agency; Ordorica Cinco

- Led creative teams and provided **art direction, graphic design, and copywriting** for major accounts including **Pepsi, Mt. Bachelor, and Oregon Lottery**
- Managed design, execution, mechanicals, and visual collateral production

Creative & Consulting Leadership

Principal Designer & Creative Consultant

Independent Practice & Board Leadership

- **Managed a 13-year design consultancy**, demonstrating sustained project management, discipline, and client relations skills
- **Creative Direction & Visual Strategy:** Designed icons for **Intel** software interfaces; Created navigational graphics for **NIKE** intranet; Developed interface graphics for **Sports Illustrated for Kids** multimedia
- **Interface & Motion Graphics:** Provided **biofeedback interface** and **video frame gfx** on the film **Power Up** (Official Selection, Columbia Gorge International Film Festival), showcasing production design and visual coherence
- **Project Leadership:** Directed visual identity and informational design for an Indigenous memorial project, requiring high-level **stakeholder alignment** and cultural sensitivity



David Jackson

Accomplished Visual Designer
pursuing UI to UXD



Trajectory

Product Illustration > GUI Assets > UI Design
> Product Design > UX



Accomplishments

- Full-screen UI graphics for the business services intranet of a world-famous shoe brand
- Interface designs for numerous internal websites for a leading microchip manufacturer

Case Study:

A Directory of Resources for Dogs and their Hosts



Persona 1

Rosa

Single Mom, 35

Rosa works in IT from home and is thinking about getting a puppy. She hasn't lived in the area long and doesn't know where facilities are.



Persona 2

Grace

Family Planner, 45

Grace is organizing a multi-generational family potluck weekend, and wants to find activities for visiting relatives and their dogs.



Persona 3

Damien

Road Warrior, 55

Damien is planning to drive cross-country with his athletic, 5-year-old Mexican rescue. He wants to find parks and services along the way.



Persona 4

Phil

Surviving Son, 65

His widowed dad died recently, and now Phil is in charge of finding a home for Tank, the fat old Labrador he left behind.



The Opportunity & User Need

Simplify the place-based discovery of essential dog services across all life stages.

Requirements

- Mapping
- Suggestions
- Categories
- Reviews
- Filters
- Hours
- Amenities
- Directions
- Alerts
- Photos
- Nearby
- Rating

Solution:

A Website

Responsive design
supports mobile devices

“Near Me” option

Search by description, city, zip, etc.

Near Me within 5 miles

Category*

- Attraction: Dog-friendly
- Boarding
- Camp
- Clubs & Groups
- Daycare & Playcare
- DIY Dog Bath
- Emergency Care
- Food: Dog
- Groomer/Salon (1)
- Hotel: Dog-friendly
- Multi-use Park
- Off-leash Park (1)
- Pet Supply
- Portraits
- Private Yard (11)
- Pub: Dog-friendly
- Rescue Society
- Restaurant: Dog-friendly
- Training
- Veterinary Care
- End of Life Care

*Required

Amenities

- Agility
- Fenced
- Multi-use Path
- Parking
- Private
- Seating
- Shade

Whether you're planning dog-friendly travel, activities for visitors, or a new puppy – Scout the Asset Hound guides the way.

Presented by **chewy**

Category filters

Detects user location

Search by description, city, zip, etc.

Near Me within 5 miles

Facility Type

- Boarding
- Camp
- Daycare
- DIY Dog Bath
- Dog Boarding
- Dog Park (10)
- Dog Yard
- Emergency Room
- End of Life Care
- Groomer
- Multi-use Park
- Pet Supply
- Private
- Rescue
- Training Center
- Veterinary Care

Amenities

- Agility
- Fenced
- Multi-use Path
- Parking
- Private
- Seating
- Shade

Whether you're planning a new puppy, activities for visitors, or a dog-friendly road trip, Asset Hound guides the way.

Ad

Real-time category updates

Color-coded categories

Configurable search radius

My Roles*

- Project Owner/Lead
- Product Designer
- Brand Strategist
- Visual Designer
- Content Strategist
- Technical Architect
- Quality Assurance
- Project Manager
- UX Researcher
- Ethics Officer

Features

Detailed location view:

- Get Directions
- Description
- Location amenities
- Surface and alerts
- Nearby attractions
- Reviews

API Integrations:

- Overpass
- OpenStreetMap
- Nominatim

API-ready:

- Google Places
- SniffSpot
- BringFido

The screenshot shows the Bowser Browser app's user interface. At the top, there is a search bar with placeholder text "Search by description, city, zip, etc.", a "Near Me" button, and a dropdown menu set to "within 5 miles". The main content area displays a photo of two dogs playing at a park. Below the photo, the location is identified as "Sunset Paws Dog Park" with the address "1234 Meadow Lane, Greenfield, KS 67890". A yellow callout box labeled "Safety Line" contains the phone number "(555) 123-4567". To the right, a sidebar titled "Local Options" lists nearby businesses with photos and distances: "Pawsitive Health Veterinary Clinic" (1.5 mi. away), "Fetch & Friends Pet Supplies" (2.3 mi. away), and "The Barking Brunch Café" (1.1 mi. away). At the bottom, there are links for "Get SniffSpot" (App Store and Google Play), "More Info" (Visit Website), and a "Presented by" logo for "chewy". A footer banner features a silhouette of a dog and the text: "Whether you're planning dog-friendly travel, activities for visitors, or a new puppy - Scout the Asset Hound guides the way."

- Recommendations
- Photo gallery with slideshow
- Conditional detail modules
 - Contact number
 - Payment requirements
 - Area
 - Rating
 - Hours of operation
 - App download buttons
 - Website
- Clickable ads

Potential

- Crowd-sourced additions
- Sponsorship
- Mascot



Case Study:

A Cheese Discovery Guide



Persona 1

Tonio

Epicurious, 33

Tonio loves cheese but tends to stick to just a few varieties. A man of the world, he's ready to expand his horizons.



Persona 2

Syd

Sensitive Soul, 24

Syd suffers a longstanding intolerance to cow cheese but has decided she wants to explore other options.



Persona 3

Riley

The Entertainer, 47

Riley enjoys entertaining guests and wants to be informed and inclusive when cooking their favorite recipes.



Persona 4

Pete

Substitute Shopper, 56

Pete's spouse has a habit of sending him to the store with weird requests. Today he needs help fulfilling her list.



The Opportunity & User Need

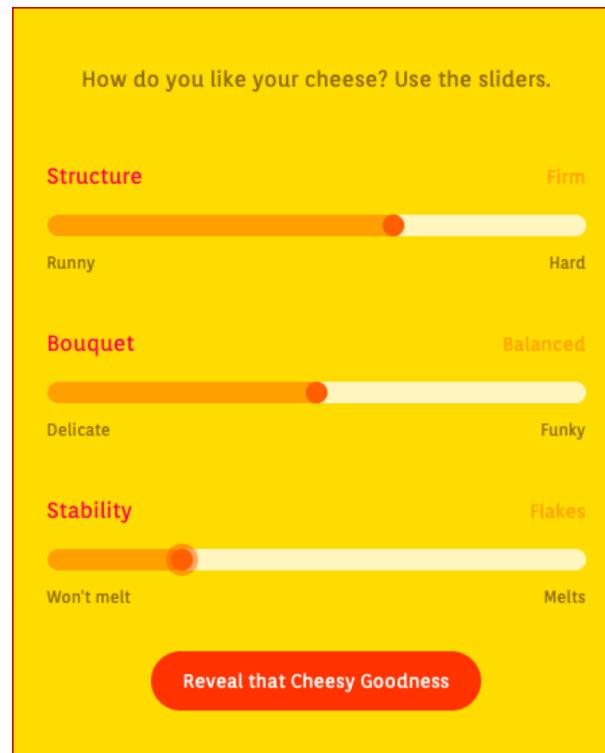
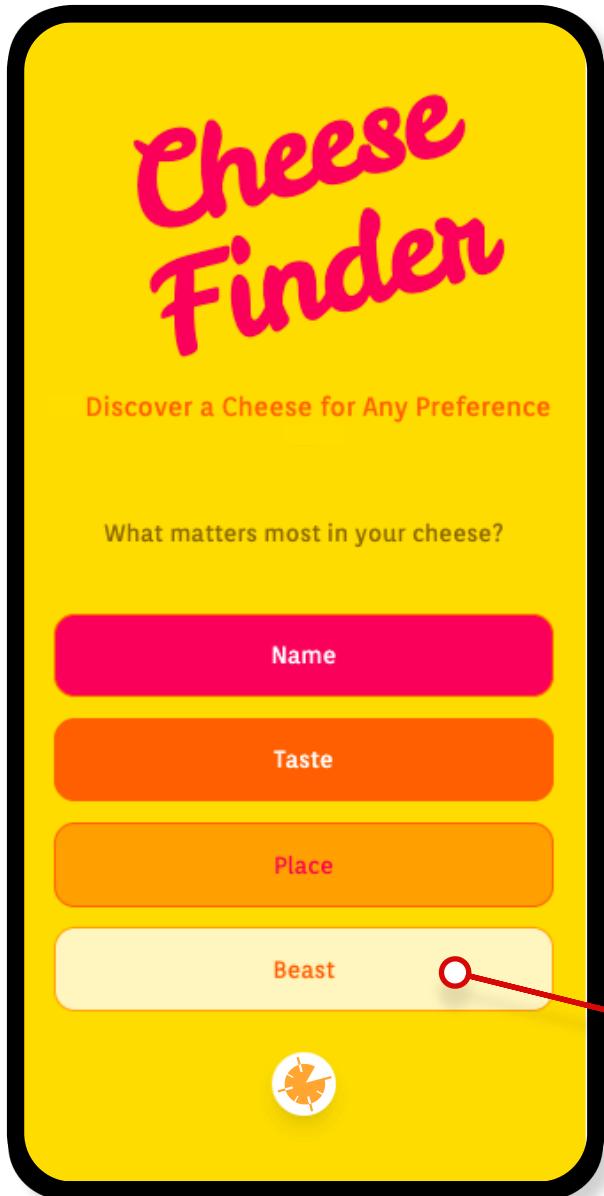
Make cheese expertise accessible to novices and enthusiasts on the go.

Requirements

- Portable
- Filter by milk source
- Find by description
- Share discoveries
- Searchable
- Filter by cuisine
- Find by attributes
- Filter by use
- Find by name
- Substitution guide

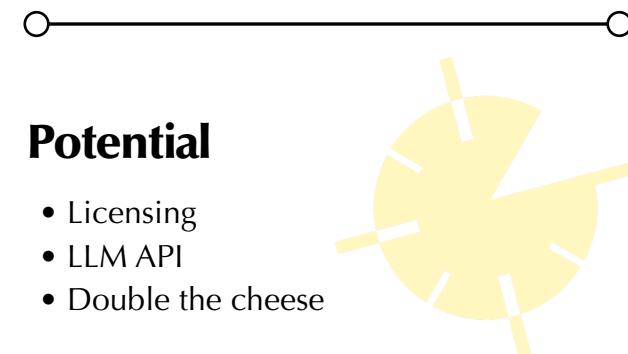
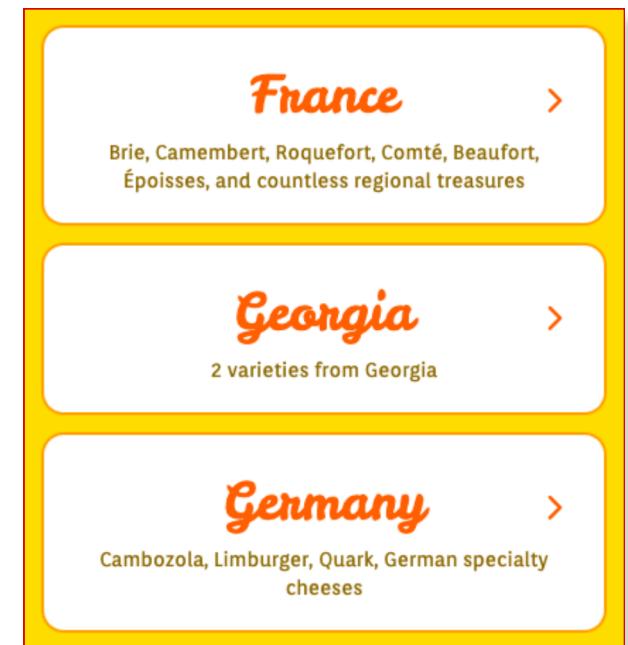
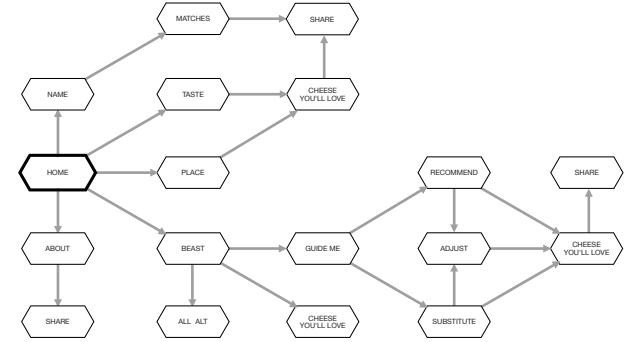
Solution:

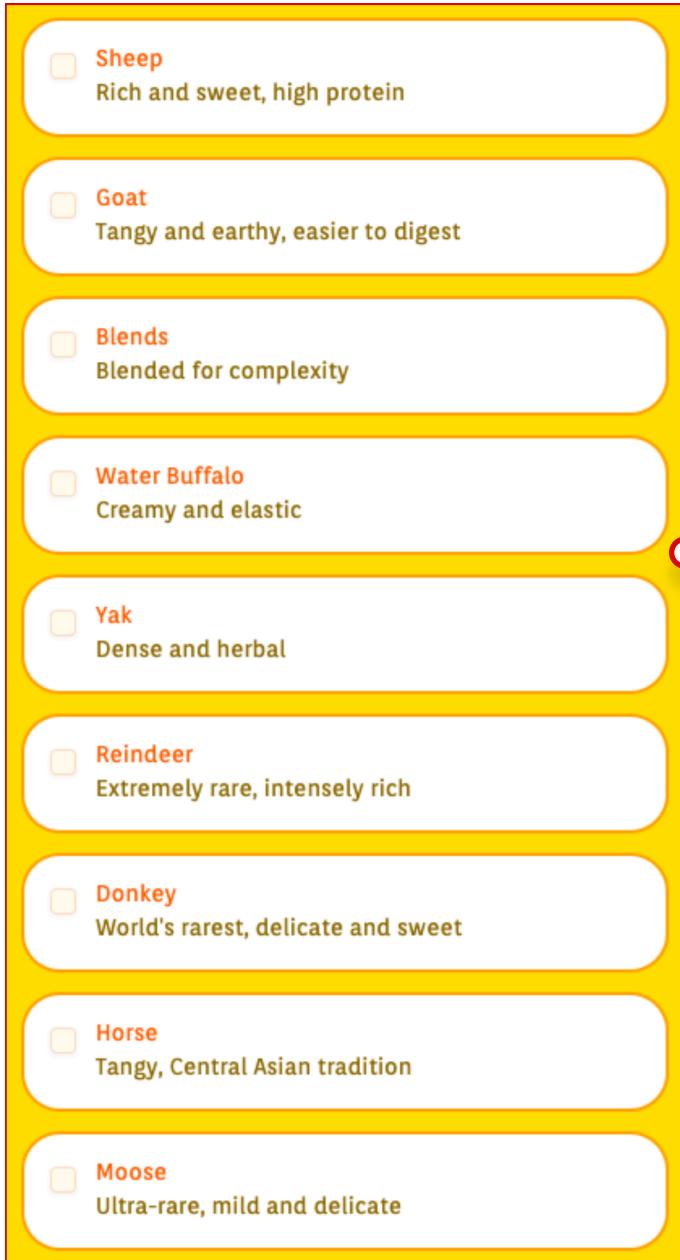
A Mobile Web App/PWA



Features

- Responsive layout
- Four discovery paths
- Smart substitution finder with fuzzy matching & progressive tolerance
- Dynamic SEO with auto-updating metadata





Comprehensive results:

- Ubiquity
- Milk source
- Flavor profile
- Form
- Melatability
- Funkiness
- Place of origin
- Best use
- Global cheese database
 - 646 cheese varieties
 - 60+ countries
 - 13 milk sources
- Database admin portal
- Share this Cheese pre-coded with template

Korean Mozzarella

Ubiquitous

📍 South Korea 🐄 Cow

Stretchy Korean cheese used in corn dogs and street food. Ultra-melty.

High moisture creates extreme stretch

Flavors

Nutty Sweet

Best For

Cooking Snacking

Slices

Not So Funky

Melty!

*In collaboration with Figma Make

My Roles*

Product Owner — Defined vision, scope, feature requirements & roadmap

UX/Product Designer — Specified mobile-first layout

Visual Designer — Specified design system (typography, color palette)

Database Architect — Curated varieties, regions, sources, form and flavor attributes

Content Strategist — Wrote copy including SEO metadata and sharing template

Feature Designer — Designed four discovery paths, alternative milks filtering logic, progressive substitution algorithm (5-100 degree tolerance)

Business Strategist — Evaluated IP licensing strategy vs. public release

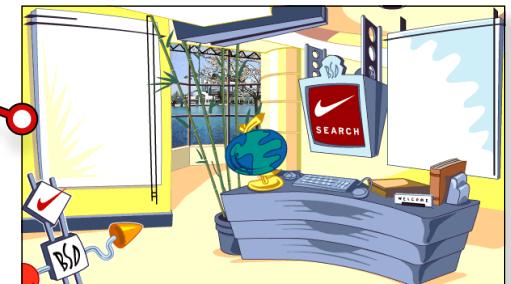


More Interface Designs

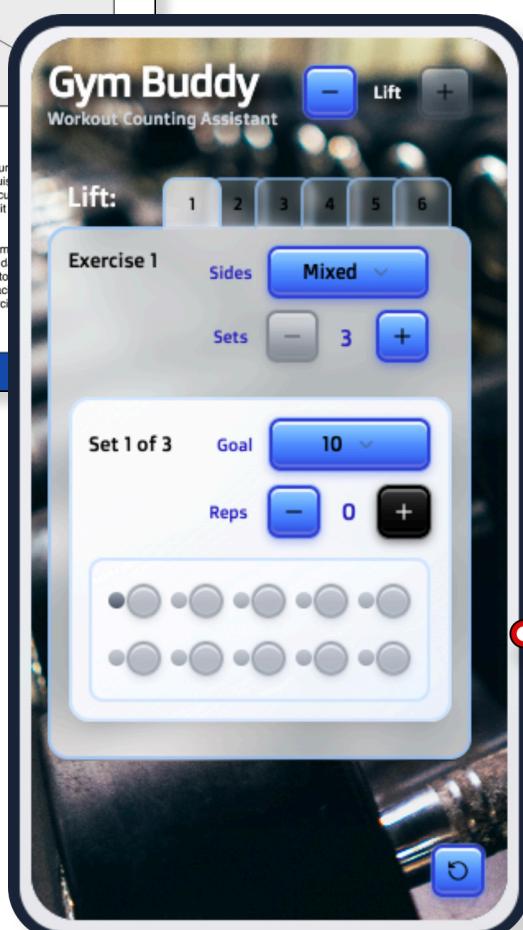


Illustrated web screens

Look & Feel makeover



Film UI design



Mobile app tracks a training partner's workout

Counts lifts, sets, reps, rest, and progress — with visual and vocal feedback



David Jackson

Career Visual Designer
Seeking Junior UI / UXD

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