
Jeff French

Senior-level digital product designer with over ten years experience working with large and small companies. Effective communicator, collaborator, and versatile problem-solver. Enjoys roles spanning the strategy, design, and production spectrum.

Senior Designer

WellnessFX - San Francisco, CA (July 2011 - Present)

Lead Designer

- » Leverage appropriate tools along with design thinking to strategize and help implement appropriate solutions for the web application.
- » Oversee visual branding, design of user flows and interaction, as well as advocate for front-end code standards.
- » Coordinate with stakeholders across the team to help guide projects from conception to implementation.

Change.org - San Francisco, CA (December 2009 - April 2011)

Web Designer

- » Created and maintained site layouts, styles and graphics, with clean, standards-compliant code.
- » Iterated on key funnels to test and increase conversions.
- » Collaborated with the engineering team on everything from small bug fixes to restructuring site architecture.

StoneHouse Digital - New York, NY (October 2006 - November 2008)

Web Designer

- » Designed, coded, and helped maintain websites for multiple clients.
- » *Clients include: Fulbright Program, Institute of International Education, Materials for the Arts (NYC), Upper Playground*

Freelance Design - New York, NY (September 2005 - December 2009)

Graphic & Interaction Designer

- » Designed visual brand identity projects, including websites, print collateral, logos, and other graphic design projects.
- » Clients include: Coach, Color of Change, The Fader Magazine, The League of Young Voters, MoveOn.org, 10 Deep Clothing, Victoria's Secret Direct

Skills & Tools

Regularly adopt new tools and techniques that support design goals. Current tools, techniques, and technologies used in daily work include:

Design Software:

- » Adobe Design Suite
- » Sketch

Development Technologies:

- » HTML/Haml, CSS/Sass, jQuery, Git, (familiarity with Ruby on Rails and MVC frameworks)

Processes:

- » Wireframing, prototyping, basic user research

Education

New York University, The Gallatin School of Individualized Study - New York, NY

BA May, 2002, Individualized Study; Visual Arts & Design.

- » Honors: Recipient, College of Arts & Science merit-based Trustee Scholarship, NYU, (September 1998 - December 1999); Recipient, Gallatin merit-based Trustee Scholarship, NYU, (January 2000 - June 2002).
- » Art Director, Gallatin Arts Festival, (October 2001-May 2002)