

John “Jack” Evans

I am a designer working in Boulder. I build experiences and interfaces—online and in real life.

WORK

Designer

Freelance

Generating digital and print products for local businesses and community organizations keen to experiment.

June 2015 to present

Front-end Designer

Vox Media

Planned and executed digital advertising campaigns for clients such as HBO, Google, Rolex, and JPMorgan Chase. Developed documentation and best practices for training of co-designers. Managed workflow and communication.

October 2015 to May 2017

Web Developer/Graphic Designer

Earth Resources Technology

Created digital and print materials including websites, mobile applications, email templates, and brochures for NOAA’s Office of Ocean Exploration and Research.

March 2014 to June 2015

Web Producer/Marketer

United Way of the National Capital Area

Managed website and measured its effectiveness via search engine optimization, analytics, and content auditing.

April 2013 to February 2014

Web Content Coordinator

American Association for the Study of Liver Diseases

Wrote, edited, and organized content for websites, email newsletters, and social media channels. Provided tech support and member service at the annual meeting.

September 2011 to April 2013

Web/Communications Consultant

College of William & Mary

Wrote, edited, and organized content for the Mason School of Business, the Dean of Students Office, and elsewhere.

November 2010 to August 2011

Web Intern

College of William & Mary

Participated in the College’s website redesign. Migrated hundreds of sites to a new architecture.

June 2009 to August 2009

Staff Writer

Virginia Informer

Wrote a popular music review column for the digital and print editions of the independent student newspaper which won Collegiate Network Paper of the Year in 2009.

December 2008 to May 2010

SKILLS

Fluent in HTML, CSS, and JavaScript. Advanced user of Adobe Creative Cloud, Microsoft Office, Apple OS, Sketch, InVision, GitHub, and Google Analytics. Well-versed in web content management systems such as Squarespace, WordPress, and Drupal. Experienced writer and editor. Expert in visual design principles related to typography, color theory, photography, hierarchy, minimalism, etc. Strong working knowledge of data integrity. Comfortable with speaking in public and in private.

EDUCATION

Bachelor of Arts, 2010

College of William & Mary

Major: English

LINKS

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jackevansdesign.github.io