JASON DAZEY

UX/UI Designer

jasondazey.com
hello@jasondazey.com
331 . 201 . 6991

Work Experience

William Blair / Senior Digital Designer

OCT 2018 – Present, Chicago

- Re-imagine the firms' presence across all digital channels, including the corporate website, microsites, email, and social media.

- Translate wireframes and mockups into functional code, taking an active role in defining how the products/applications look as well as how they work.

JLL / Web Design Manager

SEPT 2012 – OCT 2018, Chicago

- Increased the number of acquired leads on us.jll.com by 52% through the integration of lead generation forms, reducing clicks to the CTA by 50% and reducing form submission friction.

- Led the creative direction of a site that allows clients to view real-time data for thousands of office buildings in the U.S. & Canada. The site saved the company over $250,000 in printing costs yearly.

- Optimized the development process by creating reusable components, processes, and tools that are leveraged across multiple ongoing projects.

- Improved campaign performance by analyzing site metrics and user feedback.

Education

Kent State University

BS Photo-Illustration
Minor: Web Design & Programming
AUG 2002 – MAY 2008

Awards

Da Vinci Award

Digital Skyline
Cost Savings / 2015

Skills

Design: Wireframes & mockups with Sketch & Figma • Style guides • Ceros • Adobe Creative Suite

Prototyping: Rapid prototyping in Marvel • Interactive demos with HTML/CSS/JS • Frameworks (Foundation, Angular)

Research: Data analysis (Google Analytics)

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FC Lighting / Graphic Designer

JULY 2009 – SEPT 2012, St. Charles

- Increased product and brand awareness by more than 45% by designing and executing a monthly email campaign.

- Updated and redesigned the user experience for FC Lighting and SSL's product portfolio sites.

- Utilized Google Analytics to define and monitor successful product pages.

- Collaborated with a team of engineers and sales managers to design and produce two 300+ page product catalog(s) yearly.

- Improved the ordering process by creating interactive submittal forms, increasing efficiency by 50%.

- Established a consistent brand identity for both companies through the creation of style guides.