JASON DAZEY
User Experience / Web Design

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

Award-winning web designer with over ten years of experience, specializing in user experience and interface design. Adept at transforming complex business needs into innovative, engaging, and well-designed digital experiences.

Experience

Web Design Manager / JLL — Sept '12 – Present

- 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 into over 20 ongoing projects.

- Improve campaign performance by researching site metrics with Project Managers and internal stakeholders.

Graphic Designer / FC Lighting & SSL — July '09 – Sept '12

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

- Completely 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.

Education

Bachelor of Science
Photo-Illustration
Kent State University
Minor: Web Design & Programming
Aug '02 – May '08

Awards

Digital Skyline
Da Vinci Award
Cost Savings / 2015

Skills

Design: Wireframes & mockups with Sketch/Illustrator • Style guides • UI graphics

Prototyping: Rapid prototyping with Marvel • Interactive demos with HTML/CSS/JS • Front-end Frameworks (AngularJS, Foundation, Bootstrap)

Research: Google Analytics • A/B testing