



# JASON GARTHOFFNER

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- PORTFOLIO -

**[www.JasonG.design](http://www.JasonG.design)**

Visual communication specialist, with well-earned experience in UX/UI and Graphic Design, serving as an integral part of marketing and creative teams. Accomplishments include helping employers gain a reputation for the best marketing in their field, and engaging in problem solving that can both facilitate user experience and meet the needs of stakeholders.

2018 - PRESENT

## UX/UI, Visual Designer

### Global Financial Data | San Juan Capistrano, CA

- Implement and manage the redesign and front-end development of the corporate website with the goals to ease navigation and encourage greater conversion of users registering for trial accounts and requesting demonstrations of the company's financial data platform, GFD Finaeon.
- Development of UI improvements to GFD Finaeon based on user feedback, business needs expressed by stakeholders, interviews, and usability testing.
- Design of printed collateral, trade show displays, and Powerpoint presentations.
- Successfully managed an update of the brand to take on a more contemporary and competitive identity.

2014 - 2018

## Senior Graphic Designer

### Bullock Russell Real Estate Services | Rancho Santa Margarita, CA

- Creation and management of print design and branding for the brokerage and its agents. This work was often hailed as a deciding factor in a homeowners decision to list with the agents.
- Setup of listing websites and text message codes designed for lead generation.
- Development of data merge and filing systems designed to handle rapid growth of the company.

2009 - 2014

## Graphic Designer

### Steadfast Capital Markets Group | Irvine, CA

- Developed branding, identity, styles and procedures for both Steadfast Companies and its startup capital markets division.
- Handled creative for marketing campaigns, brochures, inserts, postcards, websites, landing pages and html emails. Designs were regarded by colleagues as the best in the alternative investment/non-traded REIT space.
- Photographed and color corrected new hires for placement on the company's website.

2007 - 2008

## Graphic Designer

### CORE Realty Holdings | Newport Beach, CA

- Developed print collateral and pushed for innovative ways to market the company's portfolio by shifting some focus from print to digital marketing.

## SKILL SETS

### Apps/Software

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Atom  
Sketch  
InVision  
Principle

### Tech

Proficient with PC and Mac  
HTML 5, CSS 3  
Bootstrap 4  
Javascript, jQuery  
CMS: Wordpress, Joomla  
Cloud Storage:  
Dropbox, Google Drive  
Google Analytics  
MailChimp  
Data Merging

### Creative

Print/Digital Design  
Corporate Branding/Design  
Photo Retouching/Manipulation  
Wireframing  
Prototyping  
Drawing/Sketching  
Editorial Design

## EDUCATION

California State University Long Beach  
**BACHELORS OF FINE ARTS,  
ILLUSTRATION**  
*Graduated Cum Laude*

## PROFESSIONAL DEVELOPMENT

UC Irvine, Continuing Education  
**UI / UX DESIGN  
CERTIFICATE PROGRAM**