



# 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

- Redesign and front-end development of the company website with the goals to ease navigation and encourage greater conversion of users registering for trial accounts of the company's financial data platform, Finaeon.
- Redesign and front-end development of Finaeon based on user feedback, business needs expressed by sales executives, interviews, and usability testing.
- Spearhead the design of print marketing materials, trade show displays, and Powerpoint decks.
- 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  
Adobe Dreamweaver  
Sketch  
InVision  
Principle

### Tech

Proficient with PC and Mac  
HTML5, CSS3  
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**