

# JASONESQUINALDO

Creative Design Professional

## Summary

Experienced graphic design professional, motivated with an entrepreneurial mindset, hard-working father of three, strong work ethic, and proven ability to deliver compelling results.

## Senior Designer, Senior Graphic Designer

### Imprivata

May 2015 - Apr 2020 (5 years)

Imprivata is recognized as 6th Largest Cybersecurity Technology Firms in Massachusetts | Modern Healthcare, Best Places to Work in Healthcare 2020, 2019 | The Boston Globe's Top Places to Work 2017

- Worked from our Tampa office, as a remote employee, and worked on-site in Lexington, Massachusetts for over five years.
- My focus was supporting our marketing department and our company stakeholders, by creating compelling designs, and art directing internal co-ops, junior designers, and contractors to fulfill requests.
- Worked directly with project owners to best understand their needs and expectations, I routinely collaborated with department teams, and offered my expertise and recommendations, and established timelines for project delivery.
- Utilizing Adobe Creative Suite, I produced digital and print materials, including brochures, banner campaigns, graphics, and diagrams for presentations, display booth graphics, motion graphics, and office signage.
- A five-year member of the company's "Dream Team" the kickoff meeting event team. I was a project manager leading a charity drive for a local non-profit organization at our Tampa office.

## Contact info

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## Online portfolio links

[Graphic Design](#)

[Animation](#)

[UX/UI iPhone prototype 1](#)

[UX/UI iPhone prototype 2](#)

[Video editing](#)

## Skills and knowledge

Graphic design  
Web design  
Illustration  
Animation  
Presentations  
Print collateral  
Branding  
Billboard advertising  
Web development  
Marketing  
Logo design  
Video editing  
Social media  
UX/UI  
Front-end development  
Direct mail

## Lead Graphic Designer

### HT Systems, LLC

Feb 2011 - Apr 2015 (4 years 3 months)

HT Systems was the first company to successfully implement a large-scale biometric patient identification management system in the United States and received massive news coverage across the nation. | In May 2015, HT Systems was acquired by Imprivata for \$19.1 million.

- Before full-time employment, I worked with the company founders and designed the corporate identity, sales materials, and developed the website for HT Systems.
- As the only creative designer, I provided front-end graphics and assisted in the development of our biometric identification solutions, hospital self-help kiosk solutions, off-site enrollment apps. My design role was split 50% marketing and 50% assisting development.
- I developed and maintained the company websites, using HTML5, CSS, Javascript, Bootstrap, and WordPress, and managed SEO and Google Analytics. I developed a customer location map that used GPS locations to illustrate the wide-growth and national usage of our product.
- I established and managed our social media pages, shared and published, company and customer-related news videos and articles, provided competitive data, reported site traffic to sales.
- Produced a variety of print marketing materials such as ads, publication covers, collateral for customer go-lives including training videos, brochures, flyers, posters, white papers, and datasheets.
- Working closely with our customers and developers, I produced wireframes, UX & UI prototypes, animated features, for our Biometric palm-vein scan, and iris scan identification, and kiosk solutions.

## Tools and technologies

Adobe Creative Suite  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Visual Studio (Front-end)  
Adobe XD  
Bootstrap  
Bash  
Git  
CSS  
jQuery  
JIRA  
Google Analytics  
Microsoft Office  
Microsoft PowerPoint  
Microsoft Word  
SharePoint  
HTML5  
CSS3  
Google Analytics  
Google Webmaster Tools  
Prototyping  
Wireframing  
Mac  
Confluence  
Smartsheet  
Constant Contact  
Certified support professional  
Photography

## Graphic Artist

### Bankers Insurance Group

Sep 2003 - Feb 2011 (7 years 6 months)

Bankers Insurance Group is a subsidiary of Bankers Financial Corporation,  
The corporate parent to a diverse array of enterprises.

- I supported Bankers affiliate companies through the means of creative design, marketing, and web development using Adobe Creative Suite.
- Creative problem-solving, independent thinking, working well in a diverse group of people at all levels, functioning effectively under deadline pressure.
- I produced original layouts, ads, corporate marketing, and communications, collaboration, graphic design, web design, internal intranet, company audio/visual equipment, video editing, print collateral, presentations and proposals, animation, corporate branding trade show and special-event promos, direct mailing, signage, company photos, charity and fund-raising, RFPs, prep, and packaging.
- A member of the company's discretionary bonus pool, receiving recognition for my accomplishments and individual contributions.
- Recipient of multiple company-wide awards for customer service and job performance and two-year participant of a company fundraiser, shaving my head raising awareness and funds to help fight childhood cancer with the St. Baldrick's "Bankers Baldies."
- I also was a member of the company's Toastmasters International Club.

## Education

### SPC, St. Petersburg College

Visual Design, Computer Graphics,  
and Digital Image-making  
1993 - 1996

### SPC, St. Petersburg College, Allstate Center

Corporate Training and Professional  
Development, Certificate Programs  
for Adobe Photoshop, Adobe  
Illustrator, and QuarkXpress  
(Levels I, II)

### Certificate programs and training:

Mastering Adobe Photoshop  
CompuMaster Certificate  
Tampa, FL

### Adobe MAX 2017

The Creativity Conference  
Las Vegas, NV

### IMPACT Learning Systems

Certified Customer Service  
Professional Wesley Chapel, FL

## Graphic Artist

### Creative design consultant freelance

Apr 2001 - Sep 2003 (2 years 6 months)

- Graphic design, corporate branding, web design, and Macromedia Flash development, animation, package design, corporate event graphics, audio, and video editing, conference presentations, provided medical and scientific animations, UX, UI design, illustration, and animation, technical and geological diagrams, print collateral, and internal sales sheets.
- Customers included: Omega Health Systems Revenue Cycle Management Solutions, H. Lee Moffitt Cancer Center & Research Institute, SDII Global Forensic Engineering, and Earth Sciences, Internet
- Development Services, Inc, Foo Dog Productions, Inc., Unlimited Creative Services.

## Graphic Artist, Flash Developer

### MediaBrowser.com, Inc.

Jun 2000 - Apr 2001 (11 months)

MediaBrowser.com was an Internet browser branding company, started in 2000. The company produced custom browsers for various company brands and themes, appealing to vertical affinity groups, sports, and entertainment groups.

- MediaBrowser.com was an Internet browser branding company, started in 2000. The company produced custom browsers for various company brands and themes, appealing to vertical affinity groups, sports, and entertainment groups.
- I provided graphic design, website graphics, 2D/3D animations, sales presentations, research and development, prototypes, UI development, video and audio editing, print collateral, and banner advertising.
- Worked with various brand images, created custom animated progress indicator features, interchangeable backgrounds, navigation buttons, splash screens and links to specific landing pages.

## Senior Graphic Artist

### MediaWorks

Jul 1999 - Jun 2000 (1 year)

- Art direction, graphic design, web design, interactive media, kiosk design, presentations, conceptual art, mockups, proposal covers, animations for video, image enhancement for forensics, kiosk design, video graphics, print design, stage set design, and live event production.

## Graphic Artist, Digital Media Specialist

### The IAM Group, Inc

Nov 1997 - Jul 1999 (1 year 9 months)

- I produced graphics in a traditional ad agency setting, the projects ranged from corporate identity, print design, ads, to billboard ads.
- I designed looping video presentations and developed early website design.

## Work References

"I had the great pleasure of working with Jason for over 4 years. He is exceptional at designing and extremely dedicated to delivering outstanding results and successfully managing any project. When we had odd, difficult requests or needed to make very tight deadlines at our European branch – no problem, Jason handled it. Despite the different time zones. He's highly skilled at understanding the needs of different markets and localizing branding where necessary - whether it was for our American, European or Middle Eastern markets, the end product always met expectations."

### Bjorn van den Berg

#### Senior Marketing Programs Specialist EMEA at Imprivata

August 19, 2020, worked with Bjorn in different groups

"I had the pleasure of working with Jason for over 2 years at Imprivata. During that time, we collaborated on several projects where his design expertise was needed. His work was always timely, innovative and on brand. Given the small team Jason was on, I was always impressed with his ability to juggle multiple projects at once and maintain such a positive attitude. Jason would be an asset to any team and in addition to having my highest recommendation from a professional standpoint, he is also one of the most genuine and kind people you could hope to work with."

### **Sara Sousa**

#### **Executive Briefings Manager at Forcepoint**

August 3, 2020, worked with Sara in the same group

"I have worked closely with Jason since 2009 at HT Systems, LLC. - PatientSecure and Imprivata. Jason is a very talented graphic designer and web developer. We had an incredible website at PatientSecure that was very innovative, especially in terms of its heavy emphasis on video. In addition to his technical talents, Jason has a great work ethic and works well both independently as well as part of a team. His turnaround time on requests from Sales and Marketing was fantastic. Just as importantly, Jason is a good guy, easy to work with, and always ready to help the team in any way possible. I would highly recommend Jason to any company looking for his skillset and I would be happy to speak directly with anyone as a professional and personal reference."

### **Carl Bertrams**

#### **SVP, Client Relations at Strongline**

August 1, 2020, worked with Carl in the same group

Thank you for reviewing my resume.

Best regards,  
Jason Esquinaldo  
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