

EXPERTISE

- WEB DESIGN & DEVELOPMENT
- GRAPHIC DESIGN
- BRAND IDENTITY
- EMAIL DESIGN & DEVELOPMENT
- WORDPRESS/CMS

SKILLS

Strong oral, written communication, project management, analytical, and organizational skills

HTML5, CSS3, PHP, WordPress, Javascript, Git, Version Control, SEO, Bootstrap, Foundation

Adobe Creative Cloud (CC): Photoshop, Illustrator, InDesign, Premier, XD, After Effects

Sketch, Camtasia, InVision, UXPin

Mac/Windows, MS Office

PROFILE

A self-driven and team-oriented web design professional with a strong focus on responsive design and user experience, exceptional presentational skills in an array of mediums, efficient in adopting new methods of development and modern design, seeking a challenging & rewarding career in web design.

EXPERIENCE

GRAPHIC DESIGNER

Capital One, 6/2019 - Present

- Redesign & develop improvements to the Legal department's intranet site (Pulse) and all subsequent pages
- Produce wireframe and design options to review with leadership
- Create new graphics and internal branding assets (web and email banners, business cards, print ads, logos, etc), while adhering to Capital One's brand standards
- Produce marketing materials for Legal events and contribute to the overall brand identity & strategy of Legal

LEAD WEB & GRAPHIC DESIGNER, FOUNDER

Zen Fox Creative, 9/2011 - Present

- Manage freelance projects, offering web & graphic design services
- Design logos and graphics, develop and perform maintenance websites for various clients
- Create/develop static & working prototypes using InVision, Adobe XD, Illustrator or Sketch
- Build responsive HTML email templates for marketing campaigns
- Test/troubleshoot/debug web & email development using Chrome Devtools/Firebug/Javascript console, W3C Validator, and email development tools (Litmus, PutsMail, etc)
- Plan, manage, secure and make mobile custom static & WordPress websites accessible. *Clients include Verizon, The International Microwave Power Institute (IMPI), JMPEE, CEC, Katherine Wintsch, TECHEAD, UNOS, Compare.com, and more. Base technologies used: HTML/5, CSS/3, PHP, Javascript/Jquery*
- Maintain working knowledge of: A/B testing platforms such as Optimizely, CMS (NopCommerce, SiteCore, Drupal, etc), common WordPress plugins such as Yoast SEO, Ninja forms, WooCommerce, Gravity Forms, WP Super Cache, etc, analytics tags and performance & maintenance.

PROJECT MANAGER (CONTRACT)

NICE InContact, 2/2019 - 4/2019

- Manage projects through Robohead project management system, either designing marketing assets or allocating tasks to freelancers on retainer to ensure project deadlines are met
- Monitor & summarize progress of projects by means of Robohead notes, email, Skype or WebEx
- Assist in ensuring design resource availability and allocation, and improving/optimizing design templates and images (webinar ads, graphics, email and web banners, etc.)

FRONT-END DEVELOPER & CONSULTANT

TECHEAD, 10/2017 - 1/2018

- Presented technical ideas, concepts and solutions to intradepartmental team members
- Reviewed designs and concepts, documented front-end technical specifications, provided reliable time estimates, and met reasonable deadlines for implementing new features and fixes
- Acted as a knowledge leader and made/carried out recommendations on how to implement emerging mobile/responsive trends and best practices
- Created live style guide and UI pattern library based off of existing branding guidelines
- Provided working prototypes of proposed front-end changes; developed within SiteCore CMS

WEB DEVELOPMENT CONSULTANT

Circlehawk, 4/2017 - 6/2017

- Provide web design, email design and maintenance services and expertise for clients
- Consult with clients on UX/UI features and improvements, including responsive design
- Assist with organizing, building out and documenting the needs & requirements of the project, using web & design best practices, including accessibility
- Evaluate and troubleshoot performance/load time issues

EDUCATION

**BACHELORS, WEB
DEVELOPMENT & DESIGN**
ECPI University, 2010-2012

**ASSOCIATES, COMPUTER
NETWORK SYSTEMS**
ITT, 2007-2010

INTERNSHIPS

GRAPHIC DESIGN INTERN
MGFX, 9/2011-1/2012

WEB DESIGN INTERN
ECPI University, 11/2010-1/2012

WEBSITE

[HTTP://JUSTINJWILSON.COM](http://JUSTINJWILSON.COM)

LEAD DESIGNER & FRONT-END DEVELOPER

Blue Triangle, 3/2015 - 6/2016

- Defined design, branding and some marketing projects' success criteria, provided progress reports and proposals, requirements documentation incl. budget requirements, deadlines/milestones and deliverables.
- Acquired resources & coordinated 3rd party contractor efforts to deliver projects by set deadlines
- Designed, developed & maintained corporate website using WordPress framework, created custom icons, interactive features & landing pages, and designed/developed HTML email templates
- Created marketing collateral including infographics, featured blog images & graphics, whitepapers, trade show booth designs, business cards and more
- Storyboarded & created promotional video for Akamai Marketplace and BT, and knowledgebase tutorials
- Assisted in daily marketing efforts including email and ad campaigns
- Redesigned customer portal UI & layout
- Established corporate branding guidelines, produced PowerPoint presentations/templates/general usage guidelines used for potential customers, investors, partners and current customers. *Clients & partners included: Akamai, IBM, Microsoft Store, Kohl's, Billabong, Marriott, Steve Madden, J Crew, Toys R Us, etc*
- Successfully enhanced BT's website performance/page response time by 25%, SEO rankings by 30.5%, mobile-friendly scores, decreased overall bounce rate for key pages