

# JUSTIN WILSON

WEB + GRAPHIC DESIGNER

## EXPERTISE

WEB DESIGN &  
DEVELOPMENT

GRAPHIC DESIGN

BRAND IDENTITY

EMAIL DESIGN &  
DEVELOPMENT

WORDPRESS/CMS

## EDUCATION

BACHELORS IN  
WEB DEVELOPMENT  
*ECPI University*  
2010 - 2012

ASSOCIATES IN  
COMPUTER NETWORK SYSTEMS  
*ITT Technical Institute*  
2007 - 2010

## WEBSITE

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

REFERENCES AVAILABLE  
UPON REQUEST

## 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

### FOUNDER / WEB & GRAPHIC DESIGNER

*Zen Fox Creative, 9/2011 - Present*

- Manage freelance projects, offering web & graphic design services
- Design logos and graphics, and develop websites for various clients
- Create/develop static & working prototypes using InVision, Adobe XD, Illustrator or Sketch
- Build responsive HTML email templates for marketing campaigns
- Perform maintenance for existing websites
- Test/troubleshoot/debug web and email development using Chrome Devtools/Firebug/Javascript console, W3C Validator, and email development tools (Litmus, PutsMail, etc)
- Planned, managed, secured and made accessible on mobile custom static and WordPress websites. Clients include Verizon, The International Microwave Power Institute (IMPI), JMPEE, Chesapeake Environmental Communications, 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.

### FRONT-END DEVELOPER & CONSULTANT

*TECHEAD, 10/2017 - 1/2018*

- Presented technical ideas, concepts and solutions to intradepartmental team members with varying degrees of technical knowledge
- 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 - Present*

- Provide web design & 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 and design best practices, including accessibility
- Evaluate and troubleshoot performance/load time issues

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## SKILLS

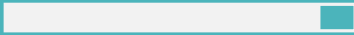
HTML5 / CSS3



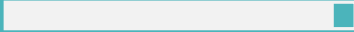
WORDPRESS



PHOTOSHOP



ILLUSTRATOR



MAC/WINDOWS

INDESIGN

ADOBE XD

AFTER EFFECTS

SKETCH

MS OFFICE

JAVASCRIPT/PHP

BOOTSTRAP

FOUNDATION

ACCESSIBILITY (WCAG/508)

GIT, VERSION CONTROL

SEO/ANALYTICS

EMAIL CLIENTS INCLUDING:

MAILCHIMP, SALESFORCE,

CONSTANT CONTACT,

CAMPAIGN MONITOR, ETC.

## SOCIAL

@JW2XY



@JUSTIN\_J\_WILSON



JUSTINJWILSON1



## LEAD DESIGNER & FRONT-END DEVELOPER

*Blue Triangle Technologies, 3/2015 - 6/2016*

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

## INDEPENDENT COURIER

*American Expediting, 2/2013 - 3/2015*

- Offered 24/7, on-call courier services, delivered packages, customer service
- Successfully fulfilled thousands of critical expediting deadlines, including medical and other time-sensitive asset deliveries

## INTERNSHIPS

### GRAPHIC DESIGN INTERN

*MGFX, 9/ 2011 -1/ 2012*

- Created custom graphics, logos, maps and animations; edited images for 18+ TV stations
- Simultaneously completed MGFX Certification Program, created a full interstitial ID package for television, and completed daily queued tasks
- Internship certifies in the following:
  - Video compositing and animation (Adobe After Effects)
  - 3D Modeling, animation and rendering (Cinema 4D)
  - Advanced to Mastery in Adobe Photoshop and Illustrator

### WEB DESIGN INTERN

*ECPI University, 11/2010 - 1/2012*

- Constructed website from ground up (HTML, CSS)
- Implemented contact form, payment service, analytics