

DAVID JEWELL

digital product design and engineering

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Discovery, Inc.

Senior Visual Designer

2018

vue.js
sass
Sketch libraries

Scripps Networks Interactive

Senior Visual Designer

2017

Visual Studio Code
Zeplin
BEM

2016

icoMoon.io
NPM/Homebrew (limited)

2015

proto.io

2014

Responsive Design
Mobile-First Design
Bootstrap
Git/SourceTree
Node.js

2013

JSON
XML
LESS
Sketch

Saves | Visual Design, Front End

geniuskitchen.com / foodnetwork.com / iOS / Android

Multiplatform redesign and refactor of previous "Recipe Box" webapp, which allows users to save and organize recipes.

Genius Kitchen | Visual Design, Front End

food.com => geniuskitchen.com

Rebrand and relaunch of Food.com to Genius Kitchen (GK), a cooking and food entertainment micronetwork.

GK Front End Library | Visual Design Lead, Front End

geniuskitchen.com

A web-based design & engineering resource containing specs, UI patterns, code templates, and guidelines for GK enhancements. Personally built and maintained.

Enhanced Search Experience | Visual Design Lead, Front End

food.com

Reconceptualized search experience with emphasis on intent, rather than literal matches.

Recipe Page Activity Feed | Visual Design Lead, Front End

food.com

A major overhaul of the comments section on recipe pages. The new activity feed allows for multiple post types including photos, questions, tweaks and reviews. Also added "Like" functionality and inline replies.

Smart Content Collections | Visual Design Lead, Front End

food.com

Modularized content templates; a "Medium" view for editorial promotion, with larger images and more information than standard search results.

"Responsive" Newsletter templates | Visual Design

food.com

A new series of email-friendly newsletter templates using tables to adjust content based on available real-estate.

Food.com Responsive Redesign | Visual Design, Front End

food.com

Complete redesign & refactoring of Food.com, utilizing Mobile-First and Responsive/Reactive web design principles. Also created ad-hoc companion style guide utilizing bootstrap

Recipe Box Webapp | Visual Design

food.com / foodnetwork.com

A cross-site webapp allowing users to save and organize recipes (public, private and limited 3rd party) and create private notes.

<div>2012</div> <div>Mobile Web Design</div> <div>Universal Type Client</div> <div>Jira</div>	<div>Cooking Channel Mobile Site Visual Design Lead</div> <div>cookingchanneltv.com</div> <div>Mobile version of Cooking Channel website, with optimized footprint and lighter graphic load.</div>
<div>2011</div> <div>Senior Visual Designer</div> <div>TextMate</div>	<div>Recipe Page Redesign Visual Design</div> <div>foodnetwork.com & food.com</div> <div>General UI updates to recipe info and comments areas, along with new features such as a kitchen view and easier pathing to related recipes.</div>
<div>2010</div> <div>Adobe InDesign</div> <div>Quartz Composer</div>	<div>Cooking Channel Site Launch Visual Design Lead</div> <div>cookingchanneltv.com</div> <div>Companion website for the new Cooking Channel cable television network, with recipes, chef bios, articles, top-ten lists and more.</div>
	<div>Food.com Visual Design</div> <div>recipezaar.com => food.com</div> <div>Rebranding and Relaunch of RecipeZaar to Food.com</div>
<div>2009</div> <div>Adobe Bridge</div>	<div>Food Network Redesign Visual Design</div> <div>foodnetwork.com</div> <div>Complete redesign of foodnetwork.com</div>
<div>2007-08</div> <div>Visual Designer</div>	<div>gactv.com</div> <div>fineliving.com</div> <div>frontdoor.com</div> <div>UI & Production Design, Front-End</div>
<div>2006</div> <div>Web Design Contractor</div>	<div>gactv.com UI & Production Design, Front-End</div>
<div>2006</div> <div>Student</div> <div>Adobe Photoshop</div> <div>Adobe Illustrator</div> <div>Adobe Acrobat</div> <div>Cyberduck</div> <div>HTML</div> <div>CSS</div> <div>JavaScript</div>	<div>The University of Tennessee</div> <div>BFA, Graphic Design</div>

REFERENCES

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