

PORTFOLIO

behance.net/shobbrookj

WEBSITE

shobbrook.me

EMAIL

shobbrookj@gmail.com

JONATHAN SHOBROOK

I focus on branding and designing high-growth websites. Sketch evangelist by day, devoted student of modernism by night. Currently pursuing computer science and mathematics at the University of Illinois, Urbana-Champaign.

EXPERIENCE

DESIGN/UI LEAD

Ceterus

Jun - Oct 2016

Developed wireframes, user workflows and visual mockups for a bookkeeping dashboard used by hundreds of small businesses. Led meetings of 10+ team members to deliver production-ready assets. Redesigned a data viz iOS app focusing on low-friction usability.

VISUAL DESIGNER

Freelance

Jun - Sep 2015

Collaborated with a marketing team to design promotional material and brand identity for an education startup. Gained experience in researching and designing infographics, rapid prototyping, and low-poly modeling.

COFOUNDER

Ocean

Oct 2014 - Feb 2015

Designed and scaled a community of creatives to thousands of active users in under two months. Created multiple variations of designs in sketch.app and A/B tested each to optimize conversion rates. Conducted user interviews to design new features and integrated Mixpanel to collect detailed metrics on user growth and retention.

PROJECTS

NEIGHBORYOU

Jun - Aug 2016

Worked with a software engineer at Apple to design the interface of an event organizer, now in the app store. Branding and iconography drafted with sketch.app and compiled into a brand essence.

COINHOPPER.IO

Jun - Jul 2016

Developed a model for predicting daily mining profitability of various cryptocurrencies. Collected data in an AWS EC2 instance and visualized with MongoDB Compass. Our team pitched the project to the VP of Product Design at Facebook and VP of Engineering at Slack.

DISCIPLINES

BRANDING

MOBILE DESIGN

LANDING PAGES

UI/UX

PROFESSIONAL SKILLS

SKETCH.APP



PHOTOSHOP



INVISION



FRAMER.JS



HTML/CSS



JAVASCRIPT



PYTHON



JAVA

