J JAMES FERRELL

jamesferrell.me | hello@jamesferrell.me | 813-928-5040

Employment

Product Designer at Datawheel

DECEMBER 2017 - DECEMBER 2019

Designed and implemented designs for data-oriented websites and dashboards, organizing data into meaningful sections with appropriate visualizations.

Handled front-end design and design system implementation for Canon CMS, which is now used to quickly and efficiently build complex sites.

Worked with high profile clients such as Verizon, Estée Lauder, and CDC (Center for Disease Control and Prevention).

Web Designer at Berman Advertising / Overdrive Interactive

JANUARY 2014 - AUGUST 2017

Designed and developed marketing websites for clients in various industries. Built and maintained the agency website.

Lead Designer at Cefco

JANUARY 2012 - JUNE 2013

Introduced and maintained order, organization, and consistency among in-house brands. Worked across a variety of media.

Skills & capabilities

Core development skills:

- Design systems development
- Semantic, accessible HTML (WCAG)
- Clean, well-documented CSS (SCSS & PostCSS)
- Single page apps (React, Vue, & Svelte)
- Static site generators (Jekyll)
- Flat file CMS's (Kirby)

Core design skills:

- UI design & prototyping
- Mobile & responsive design
- Sketch, Photoshop, Illustrator
- Content architecture & wireframing
- Keynote presentations

Capable but not excited about:

- Branding
- Print design
- Wordpress & PHP
- Gulp & Grunt
- Bootstrap & Foundation

Currently improving:

- Javascript (ES6)
- Gatsby & Gridsome
- Web performance
- Command line Git

Education

University of South Florida

Bachelor Degree in Mass Communications, Zimmerman Advertising Program

Hillsborough Community College

Associate Degree in Mass Communications