

Jon Spradley

WEB, UI & VISUAL DESIGN

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SUMMARY

My diverse design background combined with 10+ years experience enables me to solve problems quickly and creatively while managing multiple assignments with flexibility and good humor. I constantly strive to produce designs that are, beautiful, intuitive, and exceed the needs of the project.

EXPERIENCE

THE AMERICAN BOARD OF ANESTHESIOLOGY [Visual Designer - via The Creative Group] Raleigh, NC (Aug 2018 – Current)

- Developed the UI and visual design for a redesign of the current doctor portal which includes a responsive desktop and mobile app
- Performed UI audit; explored typography, color palettes, dashboard concepts; created mockups, style guide, UI kit, and redlines
- Worked collaboratively with project team to develop new features and layouts based on user research and interviews
- Met weekly with project stakeholders to discuss project requirements or changes that could influence design direction and timeline
- Built fully clickable desktop and mobile app prototypes in Figma for testing and presentation to stakeholders and users group

RED HAT [Senior Visual Designer - Contractor via Vaco] Raleigh, NC (Jan 2018 – Apr 2018)

- Worked collaboratively with the design team to produce marketing and informational landing pages
- Tasked with conceptualizing and exploring new visual styles, layouts, and patterns and then working with developers to incorporate them into the current design system
- Designed suites of display ads to support their correlating campaign landing pages
- Worked closely with front-end developers to ensure that final products adhered to required specifications

INTELLIGENT HOLDINGS, INC [Senior Visual Designer] West Palm Beach, FL (2015 – 2017)

- Responsible for conceptualizing, wireframing, developing visual design, and UI for multiple websites and landing pages
- Worked collaboratively with managers and developers to ensure products met required specifications
- Designed all identity and branding materials along with usage guidelines for consistency across various media outlets.
- Conceptualized and designed a simple multi-step checkout process for mobile which was implemented across multiple sites
- Designed online advertising campaigns for a range of products for display in numerous channels

CONSERVATION INTERNATIONAL [Web Designer] Arlington, VA (11/2011 – 04/2015)

- Developed the IA plans, wireframes, and prototypes for the NatureisSpeaking.org campaign
- Worked collaboratively with outside vendor to create the desktop visual design layouts for Nature is Speaking
- Designed the mobile UI and responsive layouts and for Nature is Speaking
- Worked closely with external vendor and internal team to help direct the massive redesign of the Conservation.org website
- Made UI modifications, designed new templates and reworked others, designed graphics, full sections, video galleries, map modules, and form layouts on conservation.org

FREELANCE [Web Designer] West Palm Beach, FL (2009 – 2011)

- Met with clients to fully understand their needs and then, researched, wireframed, prototyped, designed, and built their websites utilizing either custom HTML, CSS and PHP, the Magento e-commerce platform, or Wordpress CMS
- Redesigned menswear e-commerce website using the Magento e-commerce platform, resulting in a 60% increase in sales
- Produced a wide range of products for clients that include; websites, identity and branding materials, brochures

STOCKBROKER SHOP [Web Designer] Juno Beach, FL (2008 – 2010)

- Designed the front-end for several large financial web applications
- Worked closely with a developer to deliver required assets for multiple concurring projects
- Designed corporate branding materials and marketing materials for multiple email and postal campaigns

SKILLS

Design Apps: Figma, Sketch, InVision, Photoshop, Illustrator, and InDesign

Web: Espresso, Coda, Bootstrap, HTML5, and CSS3. Working knowledge of JavaScript, JQuery

UI/UX: Adobe XD, Axure RP, and Omnigraffle

Other: Slack, Trello, Asana, OSX, Windows, Google Apps, Microsoft Office, audio and video editing

EDUCATION

Full Sail University: Orlando, FL

Associate of Science, Digital Media