

# JOSE COLON

## // UX/UI Designer

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### **EXPERIENCE**

#### **Senior UX Designer**

*Visible Measures - Boston, MA | 2014-Present*

Generate inspiring, conceptual and proven work that meets the tough demands of a growing business, users and technology limitations are the desired expectations as user experience facilitator. Role requirements also include lead thinking, low to high fidelity software mockups, UX, UI and CSS pattern style guides as well as execution of resource conscious product eco-systems. Confident presentation skills are called upon daily to inform stakeholders as creative and business focuses evolve. Reporting directly to the SVP of Product Development requires shaping deliverables and working closely with product support teams, developers, executives and other disciplines.

#### *Specific Skills:*

User Analysis – User focused research (i.e. - user models, surveys, A/B user testing, persona narratives) and discovery aimed at outlining a meaningful product scope/creative brief.

UX Prototyping – Conceptual low to high fidelity platform prototypes via UX Pin, Sketch App & various technologies.

UI Production – Visual theme, element design and documentation of a digital product (interfaces, dashboards, etc).

Quality Assurance – Initiating team alignment meetings and management of product amendments and deliverables.

#### **Video Motion Specialist**

*CDM Smith - Cambridge, MA | 2014 (May)-2014 (October)*

In partnership with internal stakeholders, communications and marketing teams, accountable for creating firm wide internal and external branded video for the cdmsmith.com global website and social media channels. Work with multi disciplined teams and independently to budget, conceptualize, film, animate, edit and post-edit high level marketing pieces that align with brand guidelines. The role also consists of managing contracted vendors and technical lead for various marketing and ITS departments.

#### *Specific Skills:*

Art Direction – Direct and review the creation of engaging stories told through a video medium.

Video/Animation Production – Produce professional video pieces; create accompanying animations, synchronize audio tracks and manage media distribution.

Technical – Technical video/animation Guru (“go to”) for corporate departments. Manage visual asset catalogues.

#### **Interactive Designer**

*CDM Smith - Cambridge, MA | 2008-2013*

Within the Corporate Communications group, key functions were to design and produce complex interactive multimedia marketing and communications materials using computer graphics, web design, and multimedia programs. Task stem from executive leaders to any number of 4,000 employees. The majority of the work relied heavily on UI design. However, large-scale graphic advertising campaigns demanded for expert graphic design know-how. Leadership and project management skills were a must for the position.

#### *Specific Skills:*

Design/Layout – Daily creative marketing requests from print advertisement, posters to tradeshow booth designs.

Web Design – Design user-centric interface designs for corporate intranet, mobile and engineering applications.

Video/Animation – Contribute to compelling video deliverables and help promote via social media.

Company Branding – Branding strategies, logos, marketing campaigns print and web.

## **Graphic Designer**

*Play Multimedia - Quincy, MA | 2006-2008*

As Graphic Designer responsibilities included overseeing a new internal branding campaign/transition of Play Multimedia (formerly Screened Images Multimedia). The position warranted a strong eye for consistency, aesthetics and “out of the box” thinking. This entailed pitching fresh new ideas and designs to marketing teams, clients, coordinating timelines, managing budgets and overseeing all pre-press and post-press materials. Advanced Flash development skills were also utilized to meet project and client demands.

### *Specific Skills:*

Design/Layout – Create aesthetic and highly effective print material including final file preparations.

Flash Development – Develop interactive banner ads, websites and interfaces.

Web Design – The initial design and functionality (HTML/CSS) of a site to a finished online product.

Company Branding – Branding strategies, logos, marketing campaigns print and web.

Evolution – Developed several processes to increase productivity and ROI.

## **Production Specialist**

*Screened Images Multimedia - Quincy, MA | 2005-2006*

Quality was a main focus here as Production Specialist. Attention to detail in HTML and CSS build outs, followed by extensive knowledge of standard processes were valued skills used. The core fundamentals and responsibilities for the position included HTML, XHTML, Ruby on Rails and JavaScript site build outs and maintenance.

### *Specific Skills:*

Site Builds – Produce valid HTML/CSS code for any given website. Also, conducted daily site maintenance.

Collaboration – Work with teams to deliver browser testing data, user group results and bug fixes.

## **Freelance Designer**

*Nuvivid Multimedia - Brookline, MA | 2002-2010*

Develop, design and create various marketing materials and web content for nationwide clients. Manage multiple projects and timelines to meet client expectations. Clients include: *Burton Snowboards, Ride Snowboards, Bean Snowboards, Universal Studios, The Jay-Z 40/40 Club.*

## **EDUCATION**

### **Human Factors Certification**

Program: “The Science and Art of Effective Web and Application Design”

Human Factors, MA

### **Bachelors of Science: Communications Media**

Concentration: Graphic Design

Fitchburg State University, MA

### **Associates: Computer Science**

Concentration: Web Development

Mount Wachusett College, MA

## **SKILL SET**

- UX Pin, Axure
- Sketch, Balsamiq
- HTML, CSS, JS
- JIRA, Agile
- Adobe Photoshop
- Adobe Illustrator
- Adobe In-Design
- Adobe Audition
- Adobe Premier Pro
- Adobe After Effects
- SiteCore CMS
- SharePoint CMS

## **PORTFOLIO**

<http://www.nuvivid.com>

\* References available upon request