



JON FLOOD

UX VISUAL DESIGNER

- Chicago, IL -

ABOUT ME

It is my belief that successful design is a collaborative balancing act that respects the wants and needs of the user while still striving for creative innovation. It is the love of this challenge that drives me towards personal and professional growth.

MY CRAFT

Responsive Design with a focus on **Mobile Optimization**

Creation of **Mock-ups** and **Prototyping**

Visual Consistency through the use of style guides & pattern libraries

Typography, Iconography, and Color Theory

Knowledge of **Web Accessibility** and **User Experience**

MY TOOLS

Mock-ups: **Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign**

Prototypes: **Principle for Mac, Flinto for Mac, Adobe XD, Invision, Marvel, Axure**

Project management: **Confluence, Jira, Basecamp, Slack, Salesforce**

Development: **Wordpress, HTML, CSS3**

CONTACT

773-294-1681

jonflood76@gmail.com

jonflood.com

linkedin.com/in/jon-flood

WORK EXPERIENCE

UX VISUAL DESIGNER - Cars.com

Chicago - March 2011-January 2017

Creation of mock-ups & prototypes for stakeholder presentations

Contributing new assets to a live style guide & pattern library

Creation of pixel perfect designs & production ready HTML/CSS

Sketching and wire-framing early stage concepts

Assisting in UX research and user testing

Understanding work flow in an Agile development environment

Creation of animated advertising banners

Creation of a micro-site template system for faster turn around time

MAJOR ACCOMPLISHMENTS:

Promoted from "Operations Graphic Designer" to "Visual Designer for Product Development" in 2013

Chosen to be a team member responsible for creating & defining the company's first ever product style guide and pattern library in 2015

Part of the team that redesigned the vehicle research pages to be fully responsive in 2016

GRAPHIC ARTIST & WEB DESIGNER - Artist Hardware

Skokie - September 2010-July 2011

Creation of pixel perfect designs & production ready HTML/CSS

Retouching product photos to be production ready assets

* This was a part time freelance position.

GRAPHIC ARTIST & WEB DESIGNER - Amplivox Sound Systems

Northbrook - July 2010-January 2011

Creation of pixel perfect designs & production ready HTML/CSS

Creation of product sell sheets & print advertising

Retouching product photos to be production ready assets

* This was a part time freelance position.

GRAPHIC DESIGNER & WEB DESIGNER - Tails Pet Media Group, Inc.

Chicago - May 2007-January 2010

Editorial Design for print production

Website updates using a customized CMS system

Creation of pixel perfect designs & production ready HTML/CSS

Creation of the weekly email newsletter using online based e-marketing software

* Additional work experience can be seen at www.linkedin.com/in/jon-flood.

EDUCATION

COLUMBIA COLLEGE CHICAGO

Bachelor of Fine Arts - Concentration in Graphic Design