

Art Director/Senior UX Designer

[Communications Design Expertise]

Creating effective communications for print, web and interactive media. Applying knowledge, work ethic and problem-solving abilities to the successful execution of projects. Leveraging full project life-cycle experience, from business needs and strategy, concept and messaging to design, art-direction and development. Finding the best solution for each project for each client.

Traditional

- Logos & Identity Systems
- Advertising
- Sales & Marketing Collateral
- Photo & Illustration Art Direction
- Direct Mail
- Packaging & Point of Sale
- Trade Show Booth Design

Interactive

- User Experience Discovery
- Information Architecture
- Persona Development/User Flows
- Wireframing & Prototyping
- User Interface Design
- Digital Audio & Video Production
- Motion Design & Rich Media

[Work Experience]

Senior Designer Agency Oasis	01/2011–Present	New York, NY
Owner/Creative Director Freelance	12/2008–01/2011	Roseville, CA
Art Director Anda-Burghardt Advertising	08/2003–12/2008	Monterey, CA
Owner/Creative Director Zumo Design	09/2001–08/2003	Santa Cruz, CA
Creative Director Words & Images, Inc.	04/1997–09/2001	Santa Cruz, CA

[Education]

BS, Digital Communications | New York University
Expected 2017, New York, NY
Graphic Production Certificate | University of California Extension
1996, Santa Cruz, CA
English/Studio Art | Santa Clara University
1991, Santa Clara, CA

[Volunteer]

Volunteer, Member of Board of Directors | Cycles 4 Hope
09/2007–08/2013, Granite Bay, CA
501c3 non-profit providing bicycles and bicycle maintenance to the homeless and underprivileged in the Sacramento, CA region

[Brand Experience]

Consumer/Retail | Blackstone Winery, Hardy's Stamp of Australia, Indian Motorcycles, Penfolds Wines, Rosemount Estate Wines, Weber Grills
Education | Monterey Peninsula College, Robert Louis Stevenson School
Financial | Federal Reserve Bank of St. Louis, Gordon Brothers Group
Healthcare | Community Hospital of the Monterey Peninsula (CHOMP), Children's Hospital of Pittsburgh, Danbury Hospital, National Institute for Children's Health Care Quality (NICHQ), Sanford Hospital, Smiths Medical
Resorts/Tourism | Kennedy Space Center Visitor Complex, Legendary Napa Valley, Pebble Beach Resort, St. Helena, CA
Technology | Cisco Systems, Elma Electronics, Hewlett-Packard, Lucent Technologies, Seagate Technologies

[Awards]

W3 Awards | Silver | 2013
www.kennedyspacecenter.com

HSMIA Adrian Awards | Silver
Website | 2007
City of Carmel-by-the-Sea

Beverage Dynamics Awards | First Place

Interactive CD | 2005
Blackstone Winery

[Portfolio]

www.jeffreyconway.com/portfolio