JASON GARTHOFFNER

JG

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Visual communication specialist, with well-earned experience in UX/UI and Graphic Design, serving as an integral part of marketing and creative teams. Accomplishments include helping employers gain a reputation for the best marketing in their field, and engaging in problem solving that can both facilitate user experience and meet the needs of stakeholders.

2019 - PRESENT

Graphic and Web Designer

Hass Avocado Board │ **Mission Viejo, CA**

- Creation and maintenance of content (blog, articles, landing pages) for the organization's three websites. Includes wireframes, coding, and any customization necessary to optimize aesthetics and usability.
- Wireframe, code, test and deploy email campaigns. Testing included ensuring consistency across email clients and mobile responsiveness.
- Design of print collateral to support organization sponsored events and marketing campaigns.

2018 - 2019

UX/UI, Visual Designer

Global Financial Data │ **San Juan Capistrano, CA**

- Implement and manage the redesign and front-end development of the corporate website with the goals to ease navigation, encourage greater conversion of users registering for trial accounts, and increase requests for demonstrations of the company's financial data platform, GFD Finaeon.
- Development of UI improvements to GFD Finaeon based on user feedback, business needs expressed by stakeholders, interviews, and usability testing.
- Design of printed collateral, trade show displays, and Powerpoint presentations.
- Successfully managed an update of the brand to take on a more contemporary and competitive identity.

2014 - 2018

Senior Graphic Designer

Bullock Russell Real Estate Services │ **Rancho Santa Margarita, CA**

- Creation and management of print/digital design and branding (from brochures to HTML email) for the brokerage and its agents. This work was often hailed by agents as a deciding factor in a homeowner's decision to list with them.
- Setup of listing websites and text message codes designed for lead generation.
- Development of data merge and filing systems designed to handle rapid growth of the company.

2009 - 2014

Graphic Designer

Steadfast Capital Markets Group │ **Irvine, CA**

- Developed branding, identity, styles and procedures for both Steadfast Companies and its startup capital markets division.
- Handled creative for marketing campaigns, brochures, inserts, postcards, websites, landing pages and html emails. Designs were regarded by colleagues as the best in the alternative investment/non-traded REIT space.
- Photographed and color corrected new hires for placement on the company's website.

- PORTFOLIO -
www.JasonG.design

SKILL SETS

Apps/Software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Atom
Adobe XD
Sketch
Figma
InVision
Principle

Tech

Proficient with PC and Mac
HTML 5, CSS 3
Bootstrap 4
Javascript, jQuery
CMS: Wordpress, Joomla
Cloud Storage:
Dropbox, Google Drive
Google Analytics
MailChimp
Data Merging

Creative

Print/Digital Design
Corporate Branding/Design
Photo Retouching/Manipulation
Wireframing
Prototyping
Drawing/Sketching
Editorial Design

EDUCATION

California State University Long Beach
BACHELORS OF FINE ARTS, ILLUSTRATION
Graduated Cum Laude

PROFESSIONAL DEVELOPMENT

UC Irvine, Continuing Education
UI / UX DESIGN CERTIFICATE PROGRAM