

JON VERNON.

Art Director & Senior Visual Designer

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PROFESSIONAL SUMMARY

Innovative, results-driven digital media expert leveraging a combination of creative talent and technological prowess to produce high-end designs and interactive experiences. Impactful leader with interpersonal strengths utilized to manage high-performance teams, drive cross-functional collaboration, and establish key internal and external relationships. Insightful strategist and creative problem-solver who is skilled in an array of creative and technical disciplines and proven to welcome challenges with ambition and enthusiasm.

KEY SKILLS

Technical Tools

Adobe XD, Photoshop, Illustrator, InDesign, SKetch, Figma, Sketch, InVision, After Effects, HTML, CSS, JavaScript, Microsoft Office, Asana, JIRA, Workfront

Creative Vision

Strategic leadership, branding, storytelling, project management, stakeholder communication, market awareness, adaptability, problem solving, critical planning

Design Strengths

Typography, color theory, visual design, UX, digital marketing, web/print, storyboarding, 3D design, responsible design, data visualization, photography

PROFESSIONAL EXPERIENCE

Art Director/Senior Lead UX Designer DIRECTV, Bothell, WA, remote (2021-2024)

- Successfully transitioned the design team from Adobe XD to Figma by creating a library of modular, responsive components, leading to faster design delivery and fewer errors during design reviews.
- Designed/art directed hundreds of projects from concept to production on DIRECTV.com, delivering high-impact web designs that enhanced user experience and drove engagement.
- Effectively oversaw a production team of designers and writers that consistently delivered creative projects on time and aligned with client goals.
- Worked directly with the A/B test team to rapidly prototype and iterate on new features including a countdown timer, several different versions of marquee headers, and flash sale banners.
- Managed vendor relationships with large partner companies, such as Adobe and Getty Images, to ensure my team had access to the resources (stock photography) and applications (Adobe CC) they needed in order to perform their jobs effectively and efficiently.
- Partnered with Product, Go-to-Market, User Experience, Development, and Implementation teams on product and promotion launches.

Owner/Creative Director Shiny Owl Design, Duvall, WA (2014–2017; 2024)

- Increased brand exposure and awareness for client companies across numerous print and digital channels, designing media and ensuring consistency.
- Successfully branded Vern's Tees and launched an online webstore featuring graphic tees. Reworked the Evergreen Desert Golf Club and launched a new website that featured information about the club as well as an end-to-end event registration buy flow.

Art Director/Lead UX Designer AT&T, Bothell, WA, remote (2012–2021)

- Art Director within the Digital Marketing Group of one of the nation's largest mobile carriers. Managed a team of designers on AT&T's Video Merchandising team.
- Worked on several iconic Apple launches, including the iPhone XR, to ensure creative was delivered quickly, accurately, and on-time.
- Key player in launch of new and improved landing pages designed to increase conversion rates.
- Reimagined user experiences and redesigned visual hierarchies for several high-traffic landing pages, partnering with business owners and implementation team for build and launch.
- Leveraged visual and UX skills and expertise to facilitate rapid iteration of ideas on website for A/B testing team projects.
- Created detailed, robust technical documentation and models, such as wireframes and high-fidelity mockups, to further project planning and development.

Senior Interactive Designer/Lead Designer Expedia, Bellevue, WA (2010–2012)

- Spearheaded visual design and creative direction for various projects as Lead Designer for Media Solutions. Launched new Media Solutions Global Style Guide in April 2012.
- Managed a team of 10 production artists. Directed external partnerships with third-party rich media vendors. Collaborated with Media Solutions Group on StorePoint Expandables – expandable, media-rich products containing a vast array of information, from image galleries to hotel deals.

EDUCATION

Master of Fine Arts in Media Design, Full Sail University, Winter Park, FL.

Valedictorian, Advanced Achievement Award, Course Director's Award

Bachelor of Fine Arts in New Media Academy of Art University, San Francisco, CA.

Featured Artist (Multiple Pieces) – Senior Art Show