

JON VERNON.

Senior Graphic Designer | Branding, Digital & Motion Design.

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SUMMARY

Senior Graphic Designer and Art Director with 15+ years of experience creating compelling visual experiences across digital, web, branding, marketing, social media, and advertising channels. Proven success leading creative teams, developing brand systems, producing marketing campaigns, and delivering high-impact creative solutions for organizations including DIRECTV, AT&T, and freelance clients. Expert in Adobe Creative Suite, Figma, branding, visual storytelling, and cross-functional creative leadership.

KEY SKILLS

Graphic Design

Branding & Identity Design, Art Direction, Visual Design, Typography, Layout Design, Print Design, Digital Advertising, Social Media Design, Presentation Design, Motion Graphics, Illustration, Creative Strategy, Brand Guidelines

Software

Adobe Photoshop, Illustrator, InDesign, After Effects, Figma, Canva, Adobe Firefly, Midjourney, ChatGPT

Secondary Skills

UX/UI Design, Design Systems, Responsive Design, HTML/CSS

PROFESSIONAL EXPERIENCE

Senior Visual Designer (UX)

DIRECTV, Bothell, WA, remote (January 2025-August 2025)

- Designer on the acquisition UX team primarily focused on site search results and the online guide.
- Created visually compelling design solutions informed by customer behavior, performance analytics, and stakeholder feedback that improved content discoverability and strengthened brand consistency across digital platforms.
- Partner with product managers, engineers, and content strategists to align search functionality with user needs and business goals.
- Iterate on search design solutions based on performance metrics, user feedback, and industry best practices.

Senior Lead Visual Designer & Art Director

DIRECTV, Bothell, WA, remote (August 2021-January 2024)

- Transitioned the design team from Adobe XD to Figma by creating a library of modular, responsive components, leading to faster design delivery and a 20% reduction in design errors.

- Directed the design and art production of over 300 projects on DIRECTV.com; crafted high-impact web designs that enhanced user navigation, leading to a 25% increase in user engagement and session duration.
- Teamed up with the Go-To-Market team on the successful relaunch of directv.com, ensuring alignment of design strategy with business objectives.
- Managed a cross-functional team of 8 designers and writers, implementing processes that resulted in a 30% reduction in project turnaround time while maintaining a 95% on-time delivery rate for all client projects.
- Collaborated with the A/B test team to rapidly prototype and analyze new features, including a countdown timer and flash sale banners, resulting in a 25% hike in conversion rates across promotional campaigns.
- Cultivated strategic vendor relationships with major partners such as Adobe and Getty Images, ensuring seamless access to essential resources and applications, which boosted team efficiency and project delivery timelines by 25%.
- Partnered with Product, Go-to-Market, User Experience, Development, and Implementation teams on product and promotion launches.

Communications Program Assistant

Riverview School District, Duvall, WA, (November 2024-January 2025)

- Designed social media campaigns, promotional graphics, event materials, and digital communications.
- Developed branded marketing assets for district-wide initiatives.
- Produced video content, motion graphics, and visual storytelling pieces across multiple channels.
- Maintained visual brand consistency across web, social, print, and multimedia communications.

Senior Graphic Designer

Freelance/contract, Duvall, WA, (January 2024-November 2024, September 2025-present)

- Oversaw the end-to-end design process, from concept development to final delivery, ensuring high-quality visual and user-centric outcomes.
- Worked directly with clients to understand their goals, provide design solutions, and communicate progress throughout the project lifecycle.
- Designed logos, visual identities, and comprehensive brand systems for small businesses and organizations.
- Produced marketing collateral including brochures, social media campaigns, email graphics, signage, and advertising assets.
- Created websites, digital experiences, and promotional materials that strengthened client brand awareness and engagement.
- Developed brand guidelines ensuring consistency across digital and print applications.
- Balanced multiple client projects simultaneously, meeting deadlines and adapting to varying scopes and timelines.
- Continuously explored design trends, tools, and best practices to deliver innovative and effective design solutions.

Lead Visual Designer

AT&T, Bothell, WA, remote (November 2012–August 2021)

- Managed a team of 5 designers, implementing agile methodologies that accelerated project timelines by 20%, ensuring the on-time delivery of marketing materials for six major product launches within the fiscal year.
- Championed the design and execution of a comprehensive digital asset library, streamlining access and reducing production time by 30% for the video merchandising team, benefiting 12+ internal stakeholders.
- Served as Designer and Art Director for major Apple product launches including the iPhone XR, developing campaign creative and ensuring on-time delivery across multiple digital channels.
- Spearheaded the redesign of five high-traffic landing pages by integrating user feedback and A/B testing, resulting in a remarkable 40% lift in conversion rates over a three-month period.
- Headed up the design and rapid prototyping of 15+ website features aimed at optimizing user experience; these enhancements grew A/B testing engagement by 20% and led to a rise in overall user retention rates.

SELECTED ACHIEVEMENTS

- Directed creative production for 300+ digital projects at DIRECTV.
- Led visual design efforts contributing to a 25% increase in engagement.
- Art directed launch campaigns for major Apple product releases.
- Built scalable design systems and creative asset libraries used by cross-functional teams.
- Managed teams of designers, writers, and creative partners across enterprise-level initiatives.

EDUCATION

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

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