

# JESSE ROMIGH

UX/+/CREATIVE DIRECTOR

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## VISION

Defining and directing User Experience Design best practices for digital strategies across a variety of channels, my work has led to successful upswings of revenue and key success in the marketplace. My knowledge of industry trends coupled with cross-functional collaboration, I am able to translate business requirements and objectives into creative solutions that target specific demographics and produce desired results. Leading small and large teams alike, I have consulted and led initiatives with agencies, corporations and private companies to manage and deliver solutions that meet and exceed business objectives on time and above expectations.

## PROSPECTUS

Passionate and experienced in digital, interactive, user experience design and direction for more than 15 years, I envision and execute multi-channel customer experiences including digital marketing campaigns, ecommerce and mobile applications. Innovation and problem solving are key components in my drive to continually push the boundaries and deliver exceptional solutions.

## CHRONICLES

### UX/Interactive + Art Direction Consultant • Javelin Agency A CXRM Agency - February 2017 - present

User Experience and interactive design for a variety of client projects. UX architecture for CRM platform. Wireframes, user flows, prototypes. ScrollMotion/Ingage development/animation/storyboarding for IOS (Applet) and mobile devices. High-level new business pitch presentations and motions graphics with Keynote, Prezi and Adobe After Effects. Responsive microsite design.

### UX Design Manager • Ansira Engagement Marketing - July 2014 - October 2016 (2 year, 3 months)

Provide exceptional client solutions by pairing business strategies and objectives with User Experience Design. Proactively collaborate with stake holders and development groups to determine the best UX solutions based upon business requirements running in both Agile and Lean UX environments. Transform business objectives into actionable, functional specification and clickable prototypes using Invision and Axure. Evangelize UX design best practice and review process. On-boarded use of Invision for internal workflow, client review and presentation. Provide intuitive solutions to support of a variety of projects – ecommerce, multi-brand websites, micro-sites, CRM, rich-media and display advertising by way of user flows, wireframes, hi-fidelity design comps, annotations, site maps, and HTML5. Iterate and improve user experience with user-testing research and analysis. Create exceptional digital marketing for high-profile brands and clients including Purina, Nestle, Rent-A-Center, Panera Bread and others.

### Senior UX Product Designer • Voyager Sopris (A Cambium Learning company) - Nov. 2013 - July 2014

Design and direct User Experience design for a variety of products including mobile applications, web sites and digital learning that serve the K-12 education market. Create iterative wireframes, high-fidelity mock-ups, and clickable prototypes based on user stories and cross-functional collaboration. Provide UX/UI design leadership by advocating and engaging best practices that support Agile and Lean UX design methodologies. On-boarded the use of UX design tools such as Invision and UXpin, supporting UX design review for desktop, mobile, touch-screen and tablets.

### Creative Director • Digital Alchemy - Jul. 2009 - Oct. 2013 (4 years)

Direct and prototype mobile User Experience product design initiatives. Lead, mentor, and grow design team. Manage vendor relations and production schedules. Support sales staff with client RFPs, pricing structure, interactive presentations, and marketing deliverables. Direct, develop and execute digital marketing strategy, maintaining brand identity consistency across all channels for hospitality based firm and industry clients. Guide, create and maintain User Experience across all sub-brands and campaigns including mobile app design and concepting, website and micro-site development, and email marketing. Other responsibilities included copy-writing, video production, social media and tradeshow exhibit design.

### Principal & Creative Director • Left Brain Media - Mar. 2007 - Jul. 2009 (1 year, 4 months)

Provide interactive design, motion graphics and digital solutions including Flash, website design and email marketing. Clients included IBM, HEB, Hallmark, Mitsubishi, Frito Lay, PepsiCo, Starbucks, America Heart Association and others.

### Senior Interactive Art Director • Rapp Collins Worldwide - Nov. 2005 - Feb. 2007 (1 year, 3 months)

Provide creative consultation, art direction and production for interactive media, online marketing components and presentations. Responsible for presenting and interacting with client accounts which have include DirectTV, Toyota, Best Buy, Suntrust, United Airways, On the Border, Home123, and others. Design and produce interactive presentations for new business pitches, micro-sites, Flash display ads, email campaigns, and landing pages.

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## **Creative Director • AmeriCredit - Jun. 2002 - Mar. 2004 (2 years)**

Responsible for the visualization and creative conceiving, to support internal training courseware and agenda for the Learning and Performance department. Work closely with instructional designers and project managers to determine creative digital solutions. Art direction, branding identity, website design, Flash animation, supporting course-ware UI graphics, interactive media, CD roms, and printed collateral. Supervise and manage designers, print vendors, and external resources.

## **Principal & Creative Director • Bluezue Media - Jan. 2001 - present**

Provide digital marketing and User Experience design solutions for advertising agencies, elearning firms, and private clients. Services including brand identity, website design, email marketing, motion graphics, social media integration, and print collateral. Notable clients and agencies include IMC2, Rapp Collins, Infogroup, Algo-Rhythm, MLink Technologies, Nokia, Samsung, OnTel, CompuCom, Radio Shack, Dallas Dermatology, Paper Planet, and others.

## **Associate Creative Director • SumTotal (formerly Click2Learn) - Nov. 1999 - Jul. 2001 (2 years)**

Simultaneously managed 20+ art directors in four offices; Washington, California, Vancouver, and Texas. Charted development processes, managed department resources of designers and maintained creative consistency throughout projects. UI/UX design, Flash and motion graphics for Internet based learning systems. Concepted high-profile marketing, proof-of-concepts and elearning course-ware design. Clients include Microsoft, Cisco Systems, Credit Suisse, Washington National Guard, The Princeton Review, Morning Star, Accenture, Prudential, TXU, SBC, and others.

## **Lockheed Martin • Art Director - Oct. 1997 - Nov. 1998 (1 year)**

Art direction and production for large format, high-profile awareness and marketing campaigns that included International airshows and product exhibits, included the JSF (Joint Strike Fighter) campaign. Layout and design for large print, back-lit duratrans displays, wall-murals and trade-show graphics. Production for corporate advertisements, booklets, and handouts. 3D modeling and animation for engineering promotional videos using state-of the art 3D software applications Cinema4D and Lightwave.

## **DISCIPLINE**

### **FlashForward 2004**

San Francisco, CA

### **Macromedia Authorized Training • Flash MX Advanced Actionscript . 06.03**

Multimedia Enterprise  
Austin, Texas

### **Arts Institute • Class of '96**

Dallas, Texas  
Associates in Visual Communication  
Most Creative Student Award

## **MASTERY**

Adobe Creative Suite - Photoshop, Illustrator, InDesign, Flash, Premier, After Effects • Invision • Axure • Sketch  
• Maya • 3D Studio Max • Cubase SX • Reason • Ableton Live • Microsoft Office

## **ACCOLADES**

- HSMIAI Adrian Awards - Silver in Marketing category for iNeed Mobile Product Design - Digital Alchemy
- Best of Show Exhibit for Green Compliance - GSA Conference - Digital Alchemy
- Distinguished Technical Online Communication - Society of Technical Communication - Americredit
- Best of Show - Society of Technical Communication, Lone Star Chapter - Americredit
- Brandon Hall Gold Award Princeton Online pre-college courseware - Click2learn