

# Jordan Dravis

UX/UI Designer & Front-end Developer

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[Portfolio](#)

## EXPERIENCE

08/2017 - 12/2017 **Freelance UX/UI Designer / Front-end Developer**

Kreber | Columbus, OH

- Designed and developed digital Omnichannel marketing strategies.
- Refined visual patterns and guidelines for design team.
- Led freelance development team.
- Developed and tested email templates for Bed Bath & Beyond.
- Created and maintain code repositories for development team.

3/2017 - 07/2017 **UX Designer**

Asurion | Nashville, TN

Aided journey teams in creating user-centric content platforms for tech experts and consumer-facing products.

- Provided creative and interaction strategies for content design.
- Implemented atomic design principles to content architecture.
- Assisted in user testing on tech expert recognition and content architecture.
- Maintained user interface pattern libraries and style guides.
- Prototyped and tested replacement WordPress CMS for tech expert knowledge base.
- Researched, prototyped, and tested community-based content management strategies and designs.

10/2015 - 02/2017 **Digital Designer**

Asurion | Nashville, TN

Worked in data-driven journey teams to design and develop communications, technology, and strategies for consumer-facing products. Contributing to an increase of over 30% client engagement on all products.

- Led team training on best web practices and CMS publishing techniques.
- Built CSS responsive and adaptive layouts/style guidelines.
- Constructed user interface library and style guides for content teams.
- Tested, researched, and reported on UI/UX user-centric designs for mobile (iOS and Android) and email applications.

8/2013 - 10/2015 **Graphic Designer/Web Developer**

Wilson Creative Group | Naples, FL

Responsible for the conceptualization/production of branded print and digital content.

- Developed responsive and adaptive CMS web presences.
- Built high fidelity wireframes and mockups.
- Provided onsite IT services; maintained local NAS and computers.
- Trained clients on best web practices and CMS publishing techniques.

## EDUCATION

8/2008 - 6/2012 **Graphic & Interactive Communication | BFA**

Ringling College of Art and Design | Sarasota, FL

- Independent Study: Letterpress/Book Art
- Groups: Game Design Club, Type Club, AIGA

## TOOLS

Sketch  
InVision  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Adobe After Effects  
Axure

## CODE

HTML  
CSS / SCSS  
PHP  
WordPress  
Javascript / JQuery

## INTERESTS

Games & Education  
Psychology  
Web Development  
IT Networking  
Letterpress  
Packaging

