

## OVERVIEW

Senior-level Visual, UI/UX Designer and Art Director with an agency background. Solid advertising, branding and campaign-focused history with current emphasis on experience and visual design. Well-versed in designing for web and mobile, responsive, eCommerce, content management systems and mobile apps.

## EXPERIENCE

### **Jeff McAllister (Contract & Freelance)**

#### **Sr. Visual, UI/UX & Art Director – (August 2009–Present)**

Contract and freelance design work has been performed during the course of my career and exclusively over the last 4 years. Actively involved in meeting with clients and agency partners to lead end-to-end design solutions for web, mobile, content management systems, eCommerce and product design. Typical project tasks include branding, wireframing, prototyping, UI and visual design, design systems and working directly with developers for implementation. Work has been performed as an individual and for agencies such as T3, Razorfish, Drumroll, Bulldog Solutions and Pace.

**Recent Contracts:** Bulldog Solutions (6/16–7/17), Towny (9/17–1/18), OWC (2/18–5/19), Amplify (10/18–Present), The Honor Roll (1/20–Present)

### **Other World Computing (OWC)**

#### **Creative Director (March 2014–May 2016)**

Group and UX lead for both OWC and MacSales.com. Primary responsibilities included gathering requirements from senior management and leading design initiatives from concept to deployment while overseeing a full design team ranging from Art Directors to production. Additional duties included creating design system and style guides for other designers to leverage, branding, front-end development, email design for product launches and designing for A/B testing in an e-commerce environment.

### **TradeMark Media**

#### **Art Director (January 2011–March 2013)**

Creative lead for all design work produced by TradeMark Media. Primary role was working closely with UX Director to create unique design solutions for individual client needs. Daily routines were creating new designs and overseeing development, adhering to and creating new brand guidelines, meeting with clients to present concepts and mentoring other designers. Additional duties consisted of logo, illustration and mobile design, creative strategies, user experience and information architecture.

### **T3**

#### **Art Director (June 2003–August 2009)**

Began work as Interactive Designer and awarded Art Director within two years. Design work was performed in all online mediums for clients such as Chase, JCPenney, Dell, Valero and MTV as well as concepting and designing for new business efforts. Ongoing responsibilities included overseeing projects from kick-off to production, leading other designers and presenting ideas to internal groups as well as clients.

## EDUCATION

### **Texas State University**

Graduated with a Bachelor of Fine Arts (BFA) with specialization in Digital Media. Accepted into Fine Arts program based on portfolio review. Member of Deans list.

## SKILLS

Sketch, Figma, Adobe CS, Invision, Zeplin, Avocode, HTML/CSS