

OVERVIEW

Senior-level 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.

EXPERIENCE

Jeff McAllister - Contractor

Sr. UI/UX Designer & Art Director (May 2001 – Present)

Contract and freelance design work has been performed during the course of my career. Projects today are primarily focused on visual, UI/UX design, art direction and branding. Work has been performed as an individual and for agencies such as T3, Smith & Robot, Drumroll, Razorfish, Schematic and Mozido.

Recent Contracts: Bulldog Solutions (6/16-7/17), Towny (9/17-1/18), OWC (2/18-Present)

Other World Computing (OWC)

Creative Director (March 2014 – May 2016)

Group design lead for both MacSales.com and OWC. Primary role consisted of performing and leading all UX and visual design projects from research to concept to development. Main duties consisted of initial identity for new online experiences and establishing templates and style guides for other designers. Additional responsibilities include logo and 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

Interactive Art Director (June 2003 – August 2009)

Initially began 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 to deployment, 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.

University of Houston

Studied in the College of Fine Arts. Accepted into advanced level classes based on portfolio review.

SKILLS

Sketch, Adobe CS, Invision, Zeplin, Avocode, HTML/CSS and designing for eCommerce and Content Management Systems