

OVERVIEW

Contract Sr. Art Director/Experience Designer with 15+ years experience. Solid visual design background as well as creative leadership, strategic conceiving, UX/UI and web development experience.

EXPERIENCE

Jeff McAllister - Freelance

Designer & Developer (May 2001 – Present)

Contract design work has been performed throughout the duration of my career. Projects today are primarily focused on visual, UX and UI design, logo and branding and front-end development. Current development platforms include Wordpress, Shopify, Bootstrap and custom HTML/CSS layouts. Contract work has been performed as an individual and for local agencies such as T3, Smith & Robot, Drumroll, Razorfish, Schematic and Mozido. My most recent contract was at Bulldog Solutions (6/16-7/17).

Other World Computing (OWC)

Creative Director (March 2014 – May 2016)

Group lead for all interactive projects for both MacSales.com and OWC. Primary role consists of performing and leading all UX and visual design projects from research to concept to development. Main duties consist of initial identity for new online experiences and establishing templates and style guides for Jr. Designers to follow and adhere to. 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, Valero and MTV as well as conceptualizing and designing for new business efforts. Ongoing responsibilities included overseeing projects from kick-off to production to launch, leading other designers and presenting ideas to both internal groups as well as clients.

ResCare Premier

Senior Web Designer/Developer (May 1999 – June 2003)

Responsible for all online design, development and production for all eight divisions within the company. Projects ranged from websites, interactive headers and banners, HTML newsletters and print collateral. Specific roles include art direction, online identity, web development, Flash development, logo design and print production.

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.