

OVERVIEW

Senior-level Visual, UI and Brand designer with an Art Director background and extensive agency experience. Current design emphasis in creating visually branded experiences for websites and mobile apps.

EXPERIENCE

Jeff McAllister / Self (Contractor)

Senior Visual/UI Designer – (May 2016–Present)

Contract design work has been performed during the course of my career and exclusively over the last 5 years. Actively involved in meeting with clients and agency partners to lead end-to-end design solutions for web, mobile, product and software. Typical projects consist of hi-fidelity layouts for websites and mobile apps, design systems, wireframes, branding and rebrands, online identity, assistance with RFP's and agency pitches. Work is primarily performed in Figma and fluent in agency-life.

Recent Engagements: Thermo Fisher, Sports Business Journal, MIT, Mount Sinai

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.

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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 conceiving 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.

APPLICATIONS

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