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# PAUL DAVID JACOBSON

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## Profile

An accomplished UX/UI design professional with over ten years of experience in strategy, design, development and managing teams and work in digital applications. My work demonstrates creative solutions, simple usability, user-centered design and smart development.

## Skills

Creative & Strategic Interactive Solutions, UI & UX Design & Development for SaaS, Web and Mobile environments, Windows & Mac OS, Adobe Creative Suite, Photoshop, Illustrator, Dreamweaver, Flash, InDesign, HTML5, CSS3, LESS, XHTML, XML, JSON, MXML, XSLT, Bootstrap, jQuery Frameworks, Jive, Ektron CMS, Wordpress, Expression Engine, Tridion, PHP, Java & .NET Coding Environments, Google Analytics, Omniture & Crazy Egg implementation/tracking, Email Marketing & Template Creation with MailChimp Axure, Balsamiq, Omnigraffle

## Experience

### UI/UX Contractor | Uptake 2017

- Front-end development
- Responsive Web Design
- HTML/JS/CSS/LESS/SASS
- Supporting Marketing Department on the corporate websites

### Principal Designer, UI/UX | Sierra Nevada Corp. 2016 - 2017

- UX/UI design leadership
  - Wireframe creation for web applications
  - Creative direction, visual design
  - Responsive Web Design for mobile
  - Front-end development, HTML/CSS/JS
  - Information architecture
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**Sr. Product Engineer, UI/UX Lead | IKANOW 2014 - 2016**

- Team leadership, scrum master, resource planning
- Creative direction, visual design
- User experience design, wireframe creation
- Front-end development, HTML/CSS/JS
- Information architecture, persona development
- Product ownership, design and planning

**Sr. Consultant, UX/UI Design & Development | We Energies 2012 - 2013**

- Web & UX strategy
- UI & UX Design for web & mobile environments
- Creative/Art direction
- User research & Persona development
- Responsive Web Design
- Front-end development
- Agile training & leadership

**Director, Front-end Development | 7Summits 2012 - 2012**

- Team building
- Drove hiring process, candidate vetting & interviews
- Resource management & Project planning
- Front-end development on Jive platform

**Sr. Web Design / User Experience Professional | ManpowerGroup 2008 - 2012**

- Web & UX strategy & Creative/Art direction
  - UI & UX Design for web & mobile environments
  - Standards based XHTML/CSS development
  - Team Lead & Resource Management
  - Front-end FLEX and JIVE design & development
  - jQuery/YUI javascript development
  - Sharepoint theme design/development
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### **Interactive Designer/Developer | Trivera 2007 - 2008**

- Technology planning & direction
- Creative/Art direction & Quality Assurance
- Project Lead on CMS platform adoption & implementation
- User Interface/Interaction Development/Design
- Standards based XHTML/CSS development
- SEO & Analytics development
- jQuery/Mootools javascript development
- Project management & documentation

### **Interactive Designer/Developer | Versant 2007 - 2007**

- Web Interface & User Interaction Design
- Project planning & Team Leading
- Art direction & Graphic design
- Ektron CMS development & client training
- SEO & Analytics development
- Standards based XHTML/CSS, jQuery/Mootools javascript development
- Interactive Project Management & Client Services

### **Web Master/Systems Administrator | OM, Spain 2003 – 2005**

- Creative Concept & Branding Development
- Art Direction & Graphic/Web Design
- Planning, purchasing & implementation of a Windows/Linux network
- Systems Administration

### **Web Designer/Developer | Trivera 2000 – 2003**

- Creative Concept & Branding Development
  - Graphic Design, Web Graphic Optimization
  - HTML, DHTML, CSS, Javascript Development
  - Built templates to interface with MPerl, PHP, & ASP scripts
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**Multimedia Designer/Developer | Excel Communications 1999 – 2000**

- IA, UI and Visual design for multimedia projects
- Audio/Visual development for multimedia
- Web site design & development
- Multimedia Programming in Macromedia Director & Flash

**Education**

**Certified Scrum Master | 2015**

Scrum Alliance Chicago, IL

**Executive Education, Managing Product Design & Development | 2013**

Northwestern University Chicago, IL

**Advanced Certificate in Web Design & Front-end Development | 1999 - 2000**

Milwaukee Area Technical College Milwaukee, WI

**A.A.S. in Visual Communications | 1997 – 1999**

Milwaukee Area Technical College Milwaukee, WI

**URLs**

<http://www.pauldavidjacobson.com>

[www.linkedin.com/in/pauldavidjacobson](http://www.linkedin.com/in/pauldavidjacobson)

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