Professional Experience

2017 – Present   **Front End Web Developer -** Illinois College of Optometry, Chicago, IL
- Maintain five CMS-based websites for all internal and external communication/marketing
- Analyze and interpret analytics; translate findings into ongoing web improvements
- Author PHP, HTML, CSS, and jQuery code to customize CMS interfaces
- Keep all websites in ongoing ADA and Section 508 compliance
- Collaborate with team to launch various on- and off-line campaigns for the purposes of promotion, awareness, recruitment, and retention.

2014 – 2017   **Program Coordinator;** Design Department **(2016 promotion)**
Web and Interactive Media Instructor, The Art Institute of Wisconsin, Milwaukee, WI

- Manage, mentor, and recruit a team of design department faculty and students.
- Teach campaign development and internet marketing classes.
- Create and teach interactive media design courses for:
    - UI, UX and front-end development careers
    - Coding websites in HTML5, CSS3, SASS, jQuery, and AJAX
    - CMS frameworks WordPress, Joomla!, and Wix
    - Prototyping in Axure and Sketch; qualitative user testing methodologies
    - Design philosophies "responsive design" and "mobile first"

"Jeffrey asks good questions and thinks through situations and their consequences prior to acting.
He is thoughtful, deliberate, honest, forthright, trustworthy and delivers on commitments."
Jennifer Sorenson, President at The Art Institutes of Minnesota and Interim Dean

2012 – 2014   **Senior UI/UX Designer,** mumms® Software, New Orleans, LA

- Designed a comprehensive web-app for the hospice industry using "scrum" agile method.
- Conceptualized and created user flows, wire frames, and complex prototypes.
- Built icons and layout for mobile and web.
- Led daily design meetings pitching designs to clients and executive team directly.
- Provided and maintained detailed specifications displaying proper CSS and high-res compositions.

2011 – 2012   **UI/UX Designer,** BusGuard LLC, Harahan, LA

- Created, coded, maintained, and wrote copy for mid-sized company website.
- Designed various user interfaces; public transportation monitors, and admin login screens.

2009 – 2011   **In-House Graphic Designer,** LSU Continuing Education, Louisiana State University, LA

- Provided award winning in-house design services for all branches of the department.
- Established and maintained focus on brand promotion and consistency.
- Services include providing video, website and social media graphics, local and school newspaper advertisements, postcard mailers, and quarterly catalogs.

Education

2015	**Certified Adobe Education Trainer (expires 2018)**
2011	**Master of Fine Art, concentration in Graphic Design,** Louisiana State University, LA
2006	**Bachelor of Fine Art, concentration in Graphic Design,** Delta State University, MS

Awards

2014	**First Place, Poster;** New Orleans Pride
2011	**First Place, Logo;** Louisiana Department of Agriculture & Forestry
2011	**Gold Award, Catalog;** University & Professional Continuing Education Association
2009	**Silver Student ADDY® Regional Award, Logo;** Faith Hospice of Mississippi

Freelance

2017	*mobile*	**Walkables;** icon creation for mobile app
2017	*web*	**Gravity Marketing;** wireframes for eCommerce Portal redesign
2017	*print*	**Stitches B' Crazy,** logo
2016	*print*	**At the Piano with Ryan LeJeune,** Album cover and CD artwork
2014	*print/mobile*	**Perkl,** Information brochure, promotional sticker, t-shirt design for college phone app
	mobile	**Nawlins Cab,** "Fwheet" phone app; "Taxi Theater" and "Cab Driver Interface" tablet app
2013 & 2014	*print*	**New Orleans Society of Infectious Disease Awareness,** Event poster, admission tickets
2013	*print*	**NO/AIDS Task Force, pro bono,** Event flyer
2011 – Present	*print/digital*	**Blue Leaf LLC,** Brand identity, all collateral, website graphics, instructional videos

Exhibitions

2015	*Self Portrait* - **Faculty Show,** Art Night in the 3rd Ward, Milwaukee, WI
2013	*Coming Out* - **Halloween New Orleans,** Project Lazarus Fundraiser, New Orleans, LA
2011	*Sensing Synesthesia* - **Thesis,** Louisiana State University, Baton Rouge, LA
2010	*I Love You. I Cannot Be Your Friend.* - **Art Melt,** Louisiana State Museum, Baton Rouge, LA
2010	*Unity Through Difference* - **Amnesty International,** Private Gallery, Baton Rouge, LA
2006	*The Interpretation of Dreams* - **Collegiate Art Show,** Jackson State University, Jackson, MS