

John See

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VISUAL DESIGN SPECIALIST

Commitment to crafting effective user-centered solutions for cutting-edge companies on the web.

Performance Profile

Design professional with over 12 years experience bringing user-centered solutions to life on the web. Expert in applying modern-day visual design principles to the latest responsive design frameworks for display on mobile and other internet-enabled devices. Goal- and deadline-oriented with experience working in lean and agile environments. Skilled at working in teams of varying sizes and disciplines as well as collaborating directly with stakeholders.

Core Competencies

Adobe Dreamweaver	★★★★★	JavaScript	★★★★★
Adobe Illustrator	★★★★★	jQuery	★★★★★
Adobe InDesign	★★★★★	Mobile Web Design	★★★★★
Adobe Photoshop	★★★★★	Responsive Web Design	★★★★★
CSS3 (including SASS/LESS)	★★★★★	User Experience (UX) Design	★★★★★
HTML5	★★★★★	User Interface (UI) Design	★★★★★

Career Highlights

Drinks.com (Los Angeles, California)

08/2014 – Present

Wine sales company leveraging traditional media (phone, mail) with new media channels (online advertising and sales) to transform the way wine is sold in the US.

Lead Visual Designer

- Implementing the latest techniques in HTML design and programming on all of Drinks.com's wine club properties (Afternoon Delight Wine, Barclays Wine, Heartwood & Oak, Franklin Mint Wine, Wine Insiders), making all the websites mobile accessible and easier for our audience to shop on.
- Designing cutting-edge email campaigns that generated significant sales of wine packages and wine club memberships.
- Working with the Marketing team to refresh the wine shipment packaging design to reinforce brand identity and increase visibility to consumers and would-be consumers.

Ronin Revenue (Hermosa Beach, California)

10/2011 – Present

Affiliate Marketing agency specializing in digital products and services for the Education and Financial Services categories.

Visual Designer

- Used the latest responsive design frameworks, (e.g., Twitter's Bootstrap) for the company's "Connected Call" digital product to create robust coding that adapts to many display devices.
- Responsible for the Information Architecture, Wireframing, Visual Design, and Front-End coding (HTML5, CSS3, jQuery) of all the company's digital products.
- Worked closely with project manager and other key stakeholders to manage relevant tasks and update expectations for deliverables.

Meteor Games (Beverly Hills, California)

04/2011 – 10/2011

Social gaming company founded in 2007 by the creators of the Internet phenomenon "Neopets." Created the highly-successful social games "Island Paradise" and "Serf Wars."

Game UI Designer

- Wireframed, designed, and produced high-quality Flash-based art assets for the game "Serf Wars" which greatly clarified menu navigation for players.
- Worked with team members in a scrum framework to rapidly iterate design changes in multiple sprints towards key deliverable dates.
- Designed various in-game UI design states and modes for "Serf Wars" to quantify how the product would work for various stakeholders.
- Collaborated with team members to ensure high-quality, professional products.

Acknowledge (Los Angeles, California)

06/2010 – 04/2011

Affiliate Marketing company that is the world's fourth-largest digital marketplace behind only Google, Facebook, and Microsoft's Bing.

User Interface Engineer

- Redesigned and reorganized key features and information of the affiliate content management system to maximize productivity of affiliate managers and their respective affiliates.
- Kept lines of communication open with direct teammates to efficiently and effectively tackle problems and complete work on deliverable assets.
- Wrote effective copy for advertising email campaigns that increased clickthrough rates by 10%.

Hydra (Beverly Hills, California)

10/2009 – 06/2010

Affiliate Marketing Company that operated one of the largest performance-based, multichannel digital ad platforms in the world for many of the largest and best-known consumer product and service companies.

Internet Designer & Developer

- Worked in cross-disciplinary team to develop a new intranet dashboard that made daily revenue tracking easier for affiliate managers and upper management.
- Helped develop a new visual direction for the company's public-facing website that used modern design aesthetics and clear, engaging marketing copy to differentiate it from their competition.
- Maintained multiple project priorities and timelines while being receptive to stakeholders' needs.

The Phelps Group (Santa Monica, California)

04/2006 – 08/2008

Integrated Marketing Agency, which utilizes an innovative "flat" hierarchy, where self-organized teams can serve multiple clients in scalable capacities without the need for traditional top-down management.

Interactive Designer & Developer

- Worked in small multi-disciplinary teams to create engaging web content for clients such as Panasonic, DIRECTV, and Dunn-Edwards Paints.
- Rapidly iterated and adjusted designs and code to meet the demands of ever-evolving products from multiple clients.
- Articulated design choices and provided thoughtful feedback and coaching to other team members during our regular "Wall Critique" sessions.

eBay (San Jose, California)

12/2005 – 02/2006

eBay is a multi-billion dollar business that manages an online auction and shopping website, with operations localized in over thirty countries.

Interactive Designer & Developer

- Created experimental Flash-based product displayer for the eBay front-page mantle, which helped promote the "Rich Media" design initiative for eBay.
- Collaborated with team members to create a minimum viable product under a strict deadline in an experimental product environment.
- Utilized best practices for Flash design and development to craft optimal visual design solutions and proper ActionScript code.

Warner Brothers Online (Burbank, California)

09/2005 – 12/2005

Warner Brothers Online is the digital products division of their parent company, a producer of film, television, and music entertainment.

Interactive Developer

- Maintained digital art assets and ActionScript code for multiple Warner Brothers Flash micro-websites for movies such as “The Polar Express,” “The Dukes of Hazzard,” and “Harry Potter.”
- Coordinated with Product Manager and maintained a daily task list of project deliverables to keep myself on-target.

Yahoo! (Sunnyvale, California)

06/2003 – 09/2003

Yahoo! is an American multinational Internet corporation that is globally known for its Web portal, search engine, and related services.

Interactive Designer

- Worked with small cross-disciplinary team to create engaging Flash advertising banners for the SBC Yahoo! DSL brand.
- Maintained digital asset library and created a more logically organized method of sorting digital assets.
- Articulated design choices and collaborated creatively with senior designer to craft visually engaging solutions.

Education

Landmark

2012

Landmark “Curriculum For Living” Program

Certificate

The Bookshop

2004

Advertising Portfolio Prep

Certificate

California State University, Long Beach

2003

Bachelor of Fine Arts in Visual Communication

3.2 GPA