

# Jason McKinney

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206-335-0855    Jason2494@gmail.com    [MckinneyWorks.com](http://MckinneyWorks.com)    [Linkedin.com/in/mckinneyworks](https://www.linkedin.com/in/mckinneyworks)

## ABOUT

I bring over 5 years of experience in Visual Design, working across web and mobile projects with enterprise level organizations. I am highly skilled in the Adobe CC with expert knowledge in Photoshop, Illustrator and InDesign. I prototype in Sketch and InVision and I have basic HTML and CSS skills.

## EXPERIENCE

Freelance | POP | Graphic Designer | October 2018 - December 2018

- Design banner ads and landing pages on a holiday campaign for a major big box retailer
- Successes: Main designer on 5 campaigns taking it from kickoff to final delivery, contributed to a large amount of design reviews and revisions on projects I was not originally assigned to.
- Software: Photoshop, InDesign, Illustrator

Freelance | ChefSteps | Digital Designer | September 2018 - September 2018

- Designed animated banner ads for ChefSteps upcoming Thanksgiving campaign.
- Successes: 5 banner ads with three color options for each, resized into 6 different sizes
- Software: Photoshop

Freelance | NGE | Graphic Designer | August 2018 - September 2018

- Designed player cards for professional E-sport competitors at a 3 day Fortnite competition at PAX West, Seattle.
- Successes: Player cards shown on a large screen to everyone at the event and online to people watching around the world
- Software: Photoshop

CDK Global | Web Designer | February 2018 - April 2018

- Short Contract redesigning websites for Nissan Automotive Dealerships across America using CDK's homegrown CMS  
Successes: coordinated directly with client dealerships and stakeholders to ensure all individual website re-designs were meeting individual needs.
- Software: Photoshop, CDK's homegrown CMS

Microsoft | Visual Designer | May 2016 - January 2018

- Design and create multi-channel digital banners and online landing pages for Microsoft.com, Microsoftstore.com, Xbox Live, and Windows Store
- Work closely with a multi-channel team of merchandisers, copywriters, business groups, merchants, project managers, and department leads to create effective and compelling creative while adhering to brand guidelines
- Onboard 1st and 3rd party products and hand off uploaded assets to developers
- Successes: Holiday 2017, 2016, E3 2017, Xbox One X, Microsoft site migration, Microsoft Affiliate Summit, Hand coded HTML email template designed for Microsoft Affiliates
- Software: Photoshop, Illustrator, InDesign, Dreamweaver, Microsoft Office

Delta Dental | Think Tank Graphic Designer | September 2015

- Speed designer for a four-hour website creation event
- Successes: Created a fully functional website mock up for "Dental now!" and became the only new business to be approved and invested in by the CEO of Delta Dental
- Software: Photoshop, Illustrator

Rhapsody International | Production Design Intern | March 2015 - July 2015

- Created and managed editorial image database for mobile platforms, and cut assets for Android and iOS
- Developed a UI Elements master sheet providing the mobile and desktop app UI assets organized by Android, iOS and Windows mobile resolutions
- Successes: Streamlined Rhapsody's production design process cutting their workload in half
- Software: Photoshop

Nusol Capacity Fund| Sr. Graphic Designer | February 2012 - December 2014

- Designed print ads, invitations, and donation cards for company events
- Created magazine page layouts
- Successes: Established Nusol's branding complete with a lavish magazine page layout boosting their industry profile
- Software: Photoshop, Illustrator

## PROJECTS

Vertical Therapy | Web Designer | February 2017 - Current

- Designed and developed a company website for Vertical Therapy, LLC.
- Successes: Established Vertical Therapy's online presence with [www.VerticalTherapy.com](http://www.VerticalTherapy.com)
- Software: Photoshop, WordPress, HTML, CSS

## SKILLS

Photoshop	Sketch	HTML	E-commerce
Illustrator	InVision	CSS	Print
InDesign	Microsoft Office	Web & Mobile	Deadline driven
Premiere			

## EDUCATION

Art Institute of Seattle

Associate of Applied Arts | Web Design and Interactive Media | 2014