

Jason McKinney

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EXPERIENCE

Amazon | Graphic Designer III | Contract | November 2020 - November 2021

- Graphic designer on the Alexa Engagement Marketing team
- Design multi-channel banner ads, Multi-modal home cards, app assets, landing page assets, email design, storyboard and edit videos, SEO optimization of landing pages, update and publish live pages on Amazon.com
- **Software:** Photoshop, Illustrator, Indesign, Premiere Pro, After Effects

Deloitte Digital | Graphic Designer | Full time | April 2019 - June 2020

- Lead designer maintaining Deloitte Digital Brand through designing web and social media assets, proposal pursuits, conference materials, POVs/white papers, placemats and brochures.
- Work closely with Art Director on all design projects.
- Collaborate with creative team to design and produce highly critical, often complex and time sensitive projects for stakeholders in both digital and print delivery.
- Create scalable vector illustrations and infographics to be applied to various deliverables.
- **Successes:** Medallia brochures, AR infographic, ASG infographic, Salesforce solutions
- **Software:** PowerPoint, Indesign, Photoshop, Illustrator

Allytics | Graphic Designer | Contract | March 2019 - March 2019

- Design Pop up banners for a Microsoft booth
- Design a pitch deck for Fortiweb
- Redesign an infographic for a PowerPoint deck to be presented internally for Microsoft
- **Successes:** Delivered 2 pop up booth banners, a Pitch deck, and worked 1 on 1 with client to assure the infographic redesign meets all the needs for an upcoming presentation
- **Software:** Photoshop, InDesign, Illustrator, PowerPoint, Keynote

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

- Design banner ads and landing pages on a holiday campaign for Target
- **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

ChefSteps | Digital Designer | Contract | 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

NGE | Graphic Designer | Contract | 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 | Contract | 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 | Contract | 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 | Contract | 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 | Full time | 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

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
- **Software:** Photoshop, WordPress, HTML, CSS,

SKILLS

Photoshop	InVision	HTML	E-commerce
Illustrator	PowerPoint	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