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JASON ROYAL

Highly organized Senior Web Designer with 8+ years experience in digital optimization, UX and UI design. Consistently recognized by executive leadership for attention to detail and contagious enthusiasm.

EDUCATION

Kennesaw State University
B.F.A., Graphic Communication
Minor, Marketing
Fall 2010

Emory Continuing Education
HTML & CSS (2014)
CSS3 (2014)

Dale Carnegie Institute
Step Up to Leadership (2013)

SPECIALTIES

- A/B Testing/Reporting (CMC, Monetate)
- Adobe Creative Suite (all)
- Blogs (WordPress, Joomla)
- Cross-Browser QA Testing (Litmus)
- ESP (CheetahMail, ExactTarget/Salesforce, Mailchimp)
- Hand-Coding (CSS3, HTML5, and jQuery)
- Merchandising/Segmenting (IBM WebSphere a.k.a. CMC)
- Personalization (geographics, technographics, and behavior)
- Prototyping (InVision & Balsamiq)
- Responsive Design (scale-down, switch-out, and mobile-first)
- Server Management (FTP, GoDaddy, HostGator, MediaTemple)
- Team Training and Leadership
- User Experience (UX)
- User Interface (UI)
- Video Editing (iMovie, voiceovers)
- Web/Email Marketing

EXPERIENCE

HD Supply, Marketing | Senior Creative Designer
Atlanta, 2017-Present

- 8+ years experience merchandising, segmenting, and personalizing content with CMC
- Interviewed and trained the digital team in technical processes, CMC, and B.media
- Provided support for segmenting strategy, targeting logic, and troubleshooting
- Consistently recognized as an teamwork-oriented liaison across the organization
- Designed and developed technical SOP's and templates for the transition to WebSphere 8
- Implemented the company's first responsive templates after 5+ years responsive experience
- Redesigned several onsite experiences to be more editorial, engaging, and shoppable with features such as animation, countdown timers, tooltips, tabs, and more
- Improved email production efficiency by implementing the company's first modular email template with WYSIWYG/collapsible content spots
- Provided photoshoot art direction, video editing, and voiceover talent when possible

Ballard Designs, Web Operations | Various Roles

Senior Web Designer, Atlanta, 2014-2017

Web Designer, Atlanta, 2012-2014

Junior Web Designer, Atlanta, 2011-2012

- Managed onboarding, training, projects and performance of a small web design team
- Built a truly 1:1 online experience targeting shopping behavior, retail vicinity, and more
- Tapped into the retail area's higher order values with the first online retail segment
- Improved web and email conversion rates by up to 4% by launching the A/B split testing program, monitoring key metrics, and rolling out winning experiences in future releases
- Managed the onsite QA-testing program, compared new functionality to technical requirements, and fixed bugs with hand-coded CSS
- Implemented the company's first mobile-responsive and dynamically product-driven email template in 2012, following a seminar by Ethan Marcotte, the "father of responsive design."
- User Experience (UX) - Connected business goals to user needs through competitive research, requirements, wireframes, testing, and refinement
- User Interface (UI) - Optimized the website's look and feel within branding guidelines with interactive elements for new functionalities across all sizes and platforms
- Selected by executive leadership to moderate a cross-company focus group and change committee designed to bolster employee morale and success