

Justin Carlson

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Work History

IBM

UX LEAD (APPLE + IBM PARTNERSHIP)

Manage a design team to create and build native iOS applications for global enterprise clients.

Duties: Facilitate workshops with clients and users to identify pain points and scope application needs. Quickly move from concept to composition to present and validate ideas with users. Produce prototypes to test motion and interaction. Work with global development teams to produce graphic assets, test builds, and iterate based on feedback.

Clients: CEMEX, Exxon, Aetna, Migros, Coke

March 2015–Current

Point B Communications

INTERACTIVE DIRECTOR

Oversee all interactive work in the agency. Projects ranged in scope from banner ads and HTML emails to conversion optimized landing pages and small brochure sites to larger, high traffic, content driven and e-commerce websites.

Responsibilities: Provide guidance/feedback to creative staff on design. Source and interview external design/development resources. Facilitate discovery meetings with clients to outline needs and define scope. Develop sitemaps, wireframes, design comps. Execute front-end development and manage outside resources for needs beyond agency capabilities.

Clients: 360Chicago, dana hotel, Ripley's Times Square, AMA, Infinity Healthcare, theWit Hotel

August 2009–March 2015

Colman Brohan Davis

INTERACTIVE ART DIRECTOR

Primarily a designer/developer on interactive projects, occasionally worked on print materials for larger campaigns. Projects ranged in scope from banner ads, HTML emails and HTML newsletters to landing pages to support online display campaigns.

Duties: Design and Develop interactive projects, typically parts of larger marketing campaigns. Present creative concepts to clients.

Clients: DeVry University, Siemens, Discover Financial Services, Paul Stuart, Constellation Energy

September 2006–August 2009

Education

Northern Illinois University

BFA—Visual Communications

Academy of Fine Arts

in Katowice — Poland

Study Abroad Program

Skills

- › UX Design
- › UI Design
- › Prototyping
- › User Interviews
- › Responsive Design
- › Wireframing
- › Front End Development
HTML5, CSS3, Javascript, jQuery

Software

- › Sketch
- › Flinto
- › Adobe Creative Suite
- › Coda
- › CodeKit
- › SourceTree