



# JARED GASE

UI/UX Designer  

 San Diego, CA  
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 ux.jaredgase.com

## UI/UX Designer

March 2016 - Present

### National University System • Online Education • San Diego, CA

- Lead designer for UI/ UX across all four universities and all five university affiliates
- Collaborate across departments including creative, analytics, development, and marketing to determine site performance challenges and create solutions utilizing design thinking
- Solve challenges within an agile work environment by creating, updating, and developing design layouts resulting in better site performance, more leads, and better user experience
- Initiate and present new ideas to leadership in an effort to constantly improve the user experience
- Redesigned a university's product website using UX methods and employed user centered design resulting in a significant increase in leads
- Implement mobile-first design strategy, Apple's HIG & Google's material design standards, and a working knowledge of iOS and Android UI patterns and conventions
- Provide design and coding services for a variety of responsive, mobile friendly email templates

### Outcomes and Accolades

- NU Leads = +33% year-over-year
- New program finder outperforms old program finder by 64.3% with a better conversion rate of 4.7%
- CityU site RFI Submissions = +175%; Gold Award from AVA Digital in Education Institution
- NU site Conversion Rate = +85%

## Interactive Designer

May 2015 - February 2016

### L7 Creative • Digital Agency • Carlsbad, CA

- Solidified understanding of the importance of human-centered design and employed empathy to improve customer experience
- Solved user and business goals through user-centered design and delivered intuitive solutions for complex problems
- Collaborated with teams regarding ideation, strategy, creation, and development of products
- Created workflow and experience map diagrams based on analytics for web apps and product websites that use mobile first method
- Developed creative campaigns for various companies which resulted in collateral and assets including print mail, web banners, etc.

### Outcomes and Accolades

- Partner ESI: +55% load time, -16% in bounce rate, +25% in views
- Baker: +73% Leads, -162% cost-per-lead, +188% web sessions

## Summary

I am a User Interface and Experience Designer with a background in online education, e-commerce, and the diverse industries that come with working for an agency. I am known for my efficiency and reliability in delivering high quality designs. My experience enables me to understand clients' needs and know how to translate those needs into a story that helps propel the design of a product through the design process.

## Education

### UX Design - Certificate

UCSD Extension  
Completion: 2017

### Digital Art - B.S.

University of Oregon  
Minor: Photography  
Graduation: 2011

### Telecommunications - A.A.

Cuyamaca College  
School of Internet  
Technology  
Graduation: 2009

## Professional Development

- Active Member: SDXD Meetup and UX Speakeasy
- Subscriber: Medium UX Collective Newsletter and Articles
- Completed 100 Day UI Challenge (shared on Dribbble)



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## Web Designer

August 2013 - March 2015

### BOP Design • B2B Marketing Agency • San Diego, CA

- Created responsive user interface designs for multi-page websites while accounting for accessibility
- Conceptualized and designed web experiences and print collateral to develop corporate identities
- Collaborated with developers to build out custom Wordpress templates
- Distilled client's ideas and requirements into visual elements from conception to final product
- Created branding, UI kits, and style guides for B2B and B2C clients

### Outcomes and Accolades

- Directly designed and launched 30 WP websites
- Awards from Graphic Design USA in American Web Design for IXI Technology and CTK Biotech
- Assisted in the design and launch of 70 total websites within two years
- Award from SD AMA in New Campaign & Service Launch for Malk Sustainability Partners

## Web & Digital Designer

September 2011 - July 2013

### National Powersport Auctions • E-Commerce/Sales • Poway, CA

- Responsible for creative, branding, and design of print and web marketing, published magazine ads, corresponding collateral, and user interface for web and mobile sites
- Responsible for full creation of creative campaigns (idea, production, design, launch)
- Designed and coded email templates and used email platforms such as Contact Now, MailChimp, Constant Contact, and Campaign Monitor
- Provided additionally creative services including photography, videography, and video editing
- Developed file management process to better organize company projects
- Streamlined the process between design and web development by providing mockups and communicating directly with development teams during build and QA/QC

## Tools

Adobe Xd, Sketch & InVision, Balsamiq, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign, Microsoft Suite, Working knowledge of HTML5, CSS3, and pattern guides and more.

## Skills

Contextual Inquiry and Design, Competitive Research and Analysis, Heuristic Evaluation, Think Abouts, Brainstorming, Sketches, Personas, Storyboards, Card sorting, Task flows, Empathy map, Journey map, Affinity diagramming, Information architecture, High/Low Fidelity Wireframes, Paper/Interactive Prototypes, Style Guides, Web Analytics and Goal Metrics.