



Jake Newman

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MY SKILLS

Design

- Branding and identity
- Responsive websites
- Brand Storytelling
- App UX/UI design
- Print & Editorial
- HTML5 banners
- Social media
- Presentation design
- Video & photo editing
- Animation

Adobe



Web

- HTML
- CSS
- Wordpress & Hubspot

Microsoft

- Word
- Powerpoint
- Excel
- Office 365

Professional

- Leading a team
- Presenting work
- Problem solving
- Meeting deadlines
- Project management
- Teamwork
- Attention to detail

Mac and PC

MY EXPERIENCE

Senior UX/UI Designer // Universal Destinations & Experiences // *Mar. 2023 - Now*

UI/UX Designer // Universal Destinations & Experiences // *Oct. 2019 - Feb. 2023*

Art directing all aspects of the uKNOW brand and messaging, including website interface and experience design, build and maintenance, announcements and communications, uKNOW promotional and brand materials, and more as needed. Collaborating with another designer to strategize, prototype, code and implement daily website updates as well as long-term enhancements, through HTML, CSS and Javascript. Constantly reviewing analytics and user trends to lead initiatives for creating a more seamless user experience across multiple destinations.

Digital Designer // Golf Channel // *Sep. 2016 - Oct. 2019*

Collaborating with several departments on creative material for both business and consumer marketing, including custom print pieces, interactive web banners, branded emails, sales presentations and any other digital marketing needs. Creating all assets to launch new initiatives, including the GolfNow VIP program and a sweepstakes with a professional golfer.

Marketing and Web Designer // Intility // *Aug. 2015 - Sep. 2016*

Working with the Marketing Director to develop all visual assets for marketing campaigns, including email layouts, social media graphics, infographics and interactive content. Managing the redesign of the company website to incorporate more interactive elements and improve SEO. Working with the Client Services department to create app interfaces for new hotels.

Lead Designer // Impakt Media // *Aug. 2014 - Aug. 2015*

Graphic Designer // Impakt Media // *Jan. 2014 - Aug. 2014*

Leading and mentoring a team of designers. Working on a variety of branding, print, and web design projects. Building website layouts in Photoshop and coding them for enhanced user experience. Creating unique branding for clients and for Impakt promotional material, including logos, business cards, and brochures.

MY SCHOOL

West Virginia University // Morgantown, West Virginia // *Aug. 2014*

Bachelor of Science in Advertising // Minors in Studio Art and Business

MY HONORS

NBC Universal GEM Award // Intility Employee of the Quarter // Eagle Scout