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| --- | --- | --- | --- | --- | --- | --- |
| JONATHAN HEALYUX Web Designer in Minneapolis with 10+ years experience designing and delivering quality interactive solutions. Special focus on strategy, wireframing, and designing responsive/adaptive experiences for content management systems (including Sitecore CMS), mobile app design, and marketing campaigns.**Technical Expertise**

|  |  |
| --- | --- |
| Software | Adobe Creative Suite, Photoshop, Axure RP, Dreamweaver, Illustrator, InDesign, Sitecore CMS, DotNetNuke CMS, Microsoft Office |
| Languages | HTML, XHTML, CSS |
| Operating Systems | Microsoft Windows, Macintosh OSX, iOS, Android |

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**Work Experience**

**UX Designer**

Aware Web Solutions

St. Louis Park, MN

January 2013 – present

**Roles:** UX Designer, Web Designer, Graphic Designer, Mobile App Designer, CMS Admin, Front End Developer, Quality Assurance Tester

* Redesigned the company website: [www.awareweb.com](http://www.awareweb.com)
* Gathered requirements through client interviews, created IA and page type mapping documents, built Axure wireframes, designed responsive websites, and worked with developers to launch quality experiences
* Completed UX/design work for high profile clients, including: Blue Cross Blue Shield, Ecolab, Mitsubishi, Rustoleum, and UnitedHealth Group
* Designed the first responsive project for the company
* Designed the Digital Briefcase, a mobile app SaaS product

**UX Designer**

Supervalu

Eden Prairie, MN

September 2012 – January 2013

**Roles:** UX Designer, Web Designer, Mobile App Designer

* Wireframed and designed landing pages, banners, website functionality, and content packages forSupervalu-owned regional grocery chains, including Acme, Albertson’s, Cub Foods, Hornbacher’s, Jewel-Osco, and Shaw’s
* Redesigned mobile apps across the company
* Wireframed and redesigned the circular and coupon experiences across the company

**Interactive Designer**

McCann Worldgroup

Minneapolis, MN and Golden Valley, MN

August 2009 – present

**Roles:** Web Designer, Graphic Designer, CMS Admin, Front End Web Developer, Content Strategist, Corporate Trainer, Quality Assurance Tester

* As a member of the Betty Crocker Relationship Marketing core site team embedded at General Mills Worldwide Headquarters, designed and implemented landing pages, banners, logos, sweepstakes, email campaigns, and content packages for [www.bettycrocker.com](http://www.bettycrocker.com/)
* Designed projects for numerous high-profile General Mills brands including: Betty Crocker, Pillsbury, Cheerios, Old El Paso, Progresso, Yoplait, Nature Valley, Green Giant, and Box Tops for Education
* Sitecore CMS guru for General Mills, as well as other General Mills vendor and proprietary systems including sweepstakes, email campaigns, and voting programs. Streamlined processes to increase efficiency. Authored the module catalog and trained all Sitecore users at General Mills
* Served as liaison between Relationship Marketing and IT groups to foster closer working relationships between the two divisions. Partnered in refocusing IT efforts for a site-agnostic, N-Tier development that could be shared across multiple Sitecore CMS websites
* Increased deliverable output by coding out content with XHTML, CSS, and jQuery replacing previously built solution that required code releases, saving the client money and enabling faster turnaround times
* Instrumental in increasing the business for McCann Worldgroup with General Mills from one to three core site teams

**Web Graphic Designer**

Asset Marketing Services, Inc.

Burnsville, MN

October 2008 – August 2009

**Roles:** Web Designer, CMS Admin, Copywriter, Data Analyst, Social Media Manager, Quality Assurance Tester

* Designed and implemented over 100 email campaigns, contributing to 98% of department revenue Redesigned all customer communications, boosting individual email campaign performance to record sales levels and double-digit YOY revenue increases each quarter
* Designed and implemented dozens of microsites and landing pages
* Administered two CMS-based E-Commerce websites, increasing the Google PageRank through SEO best practices
* Designed banners for website and affiliate marketing efforts
* Introduced concepts to harness Social Media for marketing and search engine optimization
* Developed a marketing plan and implemented efforts for Facebook, Twitter, and niche social media websites catering to target demographics

**Senior Web Designer**

UnityWorks! Media

Edina, MN

October 2005 – September 2008

**Roles:** Web Designer, Graphic Designer, Front End Web Developer, User Experience Planner, Copywriter, Project Manager, CMS Admin, Business Analyst, Product Strategist, Quality Assurance Tester

* Instrumental in creating Web Design department, which helped increase the number of agency clients from 100 to 400 through the creation of landing pages, banners, email campaigns, etc.
* Rebranded corporate identity through redesigned logo, website, trade show banners, brochures, etc.
* Designed user interface skin for corporate DotNetNuke CMS, including the user interfaces for multiple client-facing web-based products. Worked closely with developers to customize and set up CMS, and managed the CMS as administrator
* Introduced new product ideas and developed them from idea to execution, broadening the product lineup, which led to higher average revenue per client, stronger agency-client relationships, and a shift in corporate direction
* Streamlined and automated processes with feeds and XML config files to maximize efficiency
* Supervised and mentored junior Web Designers. Utilized project management skills by setting priorities to ensure projects were completed correctly and on schedule

**Web Design Work Contractor**

Donaldson Company, Inc.

Bloomington, MN

November 2003 – May 2004

**Roles**: Web Designer, Website Admin, Front End Developer

* Administered corporate intranet website, comprising over 47,000 pages.
* Redesigned corporate intranet website.

**Designer**

Jonathan Healy Creative

January 2000 – present

**Roles:** Web Designer, Graphic Designer, CMS Admin

* Designed and implemented websites and DotNetNuke content management systems
* Designed print pieces, including business cards, trade show banners, brochures, posters, album covers, and a book covers.

**Education**

**Web Design Degree, completed May 2005**

**Graphic Design Degree, completion in May 2005**

**Electronic Publishing Diploma, completed May 2005**

Graduated, with honors, with a 3.71 GPA.

Minneapolis Community & Technical College

Minneapolis, MN

Spring 2002 – Spring 2005

**Web Programming**

Hennepin Technical College

Eden Prairie, MN

Fall 2004 – Spring 2005

**Design, Web Programming, Computer Hardware, Project Management, and Network Administration**

Hawkeye Community College

Waterloo, IA

Fall 2001 – Fall 2001

**Programming and General Studies**

University of Northern Iowa

Cedar Falls, IA

Fall 2000 – Spring 2001