

# JEFFREY GUARNIERI

I am a User Experience Designer with a strong background in visual design seeking a challenging, collaborative design position.

## TOP SKILLS

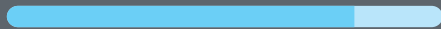
Axure



Adobe Creative Suite



Wireframing



Persona Development



User Research



Teamwork



## TOOLKIT

Agile UX

Visual Design

Journey Mapping

Card Sorting

Empathy Mapping

Storyboarding

Information Architecture

Heuristic Review

Interactive Prototyping

Iterative Design

User Testing

Slack

Sketch

Microsoft Word, Excel, and Powerpoint

Google Docs, Sheets, and Slides

HTML, CSS, Javascript

## CONTACT



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## EXPERIENCE

### General Assembly Austin

#### User Experience Design Immersive

2015

- **CooMo Travel:** Capstone three week project to improve the user experience and define the user flow of a travel-centric social media startup based in Austin. My team interviewed stakeholders, performed market research via surveys and interviews with travelers at local hostels, created personas, journey maps, wireframes, and separate prototypes for web and mobile implementations
- Led teams in project-based environment with tight deadlines. Iterated and validated all phases based on feedback from user testing and senior level industry experts
- Developed and implemented core skills that make up the entire user experience design process, including research and ideation, persona and journey mapping, prototyping and testing, interaction and interface design

### Mary Ann Liebert, Inc., publishers

#### Senior Graphic Designer, Marketing

2012 – 2015

- Sole designer of user experience and interface for interactive media kit prototype designed to assist sales representatives in storytelling and sales conversion
- Spearheaded re-branding for decades-old national conference, including redesigned website, print, and web assets, leading to 30% increased registration
- Designed eBooks and interactive documents for Special Sales Team, coordinating coding and animation with outside vendor
- Assigned projects, managed workflow, reviewed progress, and completed performance reviews of direct reports
- Mentored junior designers and fostered development in corporate branding and style guides, while continuing to lead marketing and advertising projects

### Graphic Designer, Marketing

2011 – 2012

- Coordinated with outside editors, multiple departments, and authors to develop logos, covers, business cards, web, and promotional materials for new journals
- Designed brochures, postcards, banners, mobile assets, websites, videos, social media identities, and other promotional/subscription material for over 80 publications in high-volume environment, completing over 500 projects per year

### Graphic Designer, Advertising

2002 – 2011

- Created print, web, and direct mail advertising materials for over 75 leading science, technology, and medical publications and outside advertisers
- Designed and updated annual media kits for all journals, coordinating information from copywriters and business intelligence managers
- Designed web banners and coordinated with IT Department to deliver email blasts for advertisers and conference division
- Engaged with conference division to create complete branding identities, including logo design and all print, web, and promotional materials for leading biotechnology conferences

### Freelance

#### Art Director and Graphic Designer

2002 – Present

- **Scottsville Museum:** Visual and user experience redesign of exhibit space, including new logos, banners, graphic and typographic systems
- **University of Virginia Corcoran Department of History:** Designed posters and flyers for special events and secret societies
- **Ox and Pigeon:** Art Director for digital publisher of avant-garde South American fiction
- **World Wrestling Entertainment:** Edited and color corrected high definition greenscreen video clips for use in on-air, video, and pay-per-view graphics
- **Bands/Record Labels:** Designed logos, t-shirts, stickers, compact disc, and vinyl record packaging for independent record labels and musical acts, overseeing prepress and manufacturing

## EDUCATION

### Westchester Community College

Visual Arts Associates Degree, *magna cum laude*

- Dean's List Award
- President's List