

Graphic Designer



Jason Randle

Ph . 415 - 298 - 3822

jason@jasonrandedesign.com

Portfolio:

www.jasonrandedesign.com

Education:

Rocky Mountain College of
Art & Design- Denver, CO

Skills:

Adobe Creative Suite CC;
Illustrator, Photoshop, After
Effects, Premier, XD,
Indesign, Sketch, Logic Pro,
Audio Engineering,
MS Powerpoint, Keynote,
G-Suite, MS Office,
Squarespace, WIX,
Wordpress, YoastSEO,
Instagram Marketing,
Social Media Marketing,
Google Analytics, Google
AdWords, Alexa Search

Social:



Overview

- Corporate Sales/Marketing veteran with an extensive history in Freelance and Full Time Agency design roles.
- Diverse skill set, applicable across User Interface, Video Editing & Production Motion Graphics, Digital Marketing, Icon Design, and Branding.
- 10+ years of experience in large scale corporate and startup environments.
- Record of success in team oriented, fast paced environments as a production designer and creative lead.
- Creative artistic background with a particular focus on edgy, futuristic designs and aesthetics, balanced by a keen awareness of company standards and goals.
- Knowledgeable graphic designer for print and web with a strong background in social media marketing and engaging target audiences.
- Video producer, motion graphics designer, and avid SEO practitioner.
- Intellectually curious fast learner continually developing skill sets through independent and course driven studies.

Experience

UI/UX Design, Motion Design- Monarch Blockchain Corporation April 2018 - Present

- UX/UI Consultant- Worked with team to redesign user interface. Performed research amongst 27,000 users for feedback on platform version updates.
- Consulted for Development team to improve aesthetics based on user feedback. Provided design template created in Adobe Illustrator & XD, resulting in over 200,000 product downloads.
- Designed new in-app "Home Page" including icons. Worked with Development team to wireframe UX/UI for various sub-functions and new MonarchPAY app using Adobe XD.
- Designed MonarchPAY checkout experience for Mobile. Worked with CEO to prototype and iterate on design from wireframe to final front-end interface for handoff to development team.
- Promoted customer relationships through positive interactions, trust building, efficiency, and quick problem resolution.
- Traveled to various conferences and events as brand ambassador. Hosted the Monarch Booth, interfacing with potential investors, users, and interested parties to spread product awareness, resulting in reaching \$2,000,000 soft cap limit during initial raise.
- Conceptualized, designed, and produced advertising videos used in various social media marketing campaigns.

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Social:



Experience

Contract Graphic Designer, Video Producer- Cryptosomniac LLC March 2018 - January 2019

- Managed team of 6 developers to create www.cryptosomniac.com, resulting in addition of users and 53% increase in SEO generated traffic.
- Managed team of 4 Social Media Marketers and 6 Community Managers to promote community growth resulting in over 80% client retention in declining market conditions.
- Hosted and produced daily live stream show on Youtube, Facebook, Twitter, Twitch, including all production design, motion graphics, and creative assets, resulting in 800-1000 views per video.
- Created and produced weekly Trader Talk Live show, and review videos for several agency clients including all assets and motion graphics, with each video averaging 500 views per episode and resulting in several clients reaching their soft caps.
- Researched and wrote daily blog articles on www.cryptosomniac.com, optimized for SEO and readability in Wordpress resulting in 15% increase in organic traffic.
- Designed email campaigns in Active Campaign to market services to 6000 active email list, resulting in 13% increase in subscriptions.
- Designed company apparel, synched apparel sales with drop shipping platform, and optimized SEO for item sale pages, resulting in 300% increase in sales.

Contract Graphic Designer- Love Bites Snack Food Company September 2016 - October 2017

- Worked directly with company owner to develop logo.
- Designed company packaging label used for retail display.
- Led program to integrate more eco-friendly packaging to improve brand perception.
- Designed Social Media assets and banners to promote new sales locations, resulting in a 30% increase in total sales.

Account Executive- Payroll Systems LLC October 2015 - March 2018

- Retained 2nd largest company client in the 3rd quarter of 2017 and sold major service upgrades resulting in \$120,000 in revenue.
- Sales leader in 1st quarter of 2017, with \$89,000 in sales.
- Closed over \$130,000 in sales within first year.
- Created and updated pitch decks, one-pagers, & webinar assets used by sales team. Collaborated with marketing department to enhance written copy for visual sales assets. analyzing market research to improve appearance and copy content of sales collateral.
- Collaborated with Marketing team to build email marketing campaigns, company newsletter, and created podcast episodes for company blog.