

Jason McKinney

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ABOUT ME

With 8+ years of experience as a Visual Designer in web, mobile, motion graphics, print, and presentation projects for enterprise-level organizations and design agencies, I excel in both leading design projects and collaborating effectively within design teams. Proficient in Adobe CC and Figma.

EXPERIENCE

Apple | Graphic Designer | Contract | March 2023 - Present

- Designer for Featuring Art on Apple Music.
- Design multi-channel feature images for all artists across Apple Music.
- Extend backgrounds and retouch images provided by the Artist.
- Adhere to Apple Music style guides.

Amazon | Graphic Designer | Contract | May 2022 - December 2023

- Graphic Designer for North American Stores.
- Design web and mobile assets for the main hub experience and seasonal cross-category marketing events.
- Collaborate with UX, Marketing, Copy Writers and Visual Designers to successfully deliver a comprehensive CX.
- Adhere to style guides for the given campaign.
- Successes: Lead UX designer for the Mothers Day hub page on Amazon.com, main designer for all hub page assets, design year round campaigns for home page assets on Amazon.com

Indigo Slate | Visual Designer | Contract | March 2022

- Design a Windows 365 infographic, delivered in both PDF and PPT
- Helped clean up and design multiple charts for a Windows 365 Security Pitch Deck

Amazon | Graphic Designer III | Contract | November 2020 - November 2021

- Visual designer on the Alexa Engagement Marketing team.
- Design multi-channel banner ads, Multi-modal home cards, app assets, landing page assets, email design, storyboard and edit videos, SEO optimization of landing pages, update and publish live pages on Amazon.com, update design and layout with CSS, design and cut assets for web/mobile, organize and publish responsive pages with Amazons home grown CMS
- Software: Photoshop, Illustrator, Indesign, Premiere Pro, After Effects, LEGO

Deloitte Digital | Graphic Designer | Full time | April 2019 - June 2020

- Lead designer maintaining Deloitte Digital Brand through Typography, designing web and social media assets, proposal pursuits, conference materials, POVs/white papers, placemats and brochures.
- Work closely with Art Director on all design projects.
- Collaborate with creative team to design and produce highly critical, often complex and time sensitive projects for stakeholders in both digital and print delivery.
- Create scalable vector illustrations and infographics to be applied to various deliverables.
- Successes: Medallia brochures, AR infographic, ASG infographic, Salesforce solutions
- Software: PowerPoint, Indesign, Photoshop, Illustrator

Allytics | Graphic Designer | Contract | March 2019 - March 2019

- Design Pop up banners for a Microsoft booth
- Design a pitch deck for Fortiweb
- Redesign an infographic for a PowerPoint deck to be presented internally for Microsoft
- Successes: Delivered 2 pop up booth banners, a Pitch deck, and worked 1 on 1 with client to assure the infographic redesign meets all the needs for an upcoming presentation
- Software: Photoshop, InDesign, Illustrator, PowerPoint, Keynote

POP | Visual Designer | Contract | October 2018 - December 2018

- Design banner ads and landing pages on a holiday campaign for Target
- Successes: Main designer on 5 campaigns taking it from kickoff to final delivery, contributed to a large amount of design reviews and revisions on projects I was not originally assigned to.
- Software: Photoshop, InDesign, Illustrator

ChefSteps | Digital Designer | Contract | September 2018 - September 2018

- Designed animated banner ads for ChefSteps upcoming Thanksgiving campaign.
- Successes: 5 banner ads with three color options for each, resized into 6 different sizes
- Software: Photoshop

NGE | Graphic Designer | Contract | August 2018 - September 2018

- Designed player cards for professional E-sport competitors at a 3 day Fortnite competition at PAX West, Seattle.
- Successes: Player cards shown on a large screen to everyone at the event and online to people watching around the world
- Software: Photoshop

CDK Global | Web Designer | Contract | February 2018 - April 2018

- Short Contract redesigning websites for Nissan Automotive Dealerships across America using CDK's homegrown CMS
Successes: coordinated directly with client dealerships and stakeholders to ensure all individual website re-designs were meeting individual needs.
- Software: Photoshop, CDK's homegrown CMS

Microsoft | Visual Designer | Contract | May 2016 - January 2018

- Design and create multi-channel digital banners and online landing pages for Microsoft.com, Microsoftstore.com, Xbox Live, and Windows Store
- Work closely with a multi-channel team of merchandisers, copywriters, business groups, merchants, project managers, and department leads to create effective and compelling creative while adhering to brand guidelines
- Onboard 1st and 3rd party products and hand off uploaded assets to developers
- Successes: Holiday 2017, 2016, E3 2017, Xbox One X, Microsoft site migration, Microsoft Affiliate Summit, Hand coded HTML email template designed for Microsoft Affiliates
- Software: Photoshop, Illustrator, InDesign, Dreamweaver, Microsoft Office

PROJECTS

Vertical Therapy | Web Designer | February 2017 - Current

- Designed and developed a company website for Vertical Therapy, LLC.
- Successes: Established Vertical Therapy's online presence with www.VerticalTherapy.com
- Software: Photoshop, WordPress, HTML, CSS,

SKILLS

Photoshop	After Effects	Storyboarding	Web & Mobile
Illustrator	XD	Microsoft Office	E-commerce
InDesign	Figma	HTML	Print
Premiere Pro	PowerPoint	CSS	Deadline driven

EDUCATION

Kickass UX
UX/UI Expert Program | 2023

Art Institute of Seattle
Bachelor of Arts - BA | Web Design and Interactive Media | 2014