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# JASON ROYAL

*Highly organized Senior Web Designer with years of experience in front-end development, UX and UI design. Consistently recognized by executive leadership for attention to detail and contagious enthusiasm.*

## EDUCATION

**Kennesaw State University**  
B.F.A., Graphic Communication  
Marketing Minor  
Fall 2010

**Emory Continuing Education**  
HTML & CSS (2014)  
CSS3 (2014)

**Dale Carnegie Institute**  
Step Up to Leadership (2013)

## SKILLS

- Adobe Dreamweaver
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- CSS3, HTML5, and jQuery
- ESP (CheetahMail, ExactTarget/Salesforce)
- FTP - File Transfer Protocol
- IBM WebSphere
- Monetate - A/B Testing & Reporting
- Prototyping (InVision & Balsamiq)
- Server Management (GoDaddy, HostGator, MediaTemple)
- Team Leadership & Training
- QA and Cross-Browser Compatibility
- User Experience (UX)
- User Interface (UI)
- Web/Email Marketing

## EXPERIENCE

**Ballard Designs | Senior Web Designer**  
Atlanta, 2014-present

- Managed the onboarding, training, projects and performance of a small web design team
- User Experience (UX) - Connected business goals to user needs through competitive research, requirements, wireframes, testing and refinement
- User Interface (UI) - Optimized the website's look and feel with interactive elements for new functionalities across all sizes and platforms
- Improved conversion rates by up to 4% by A/B testing various functionality/styling changes
- Tapped into the retail area's higher order values by building the first online retail presence
- Selected by executive leadership to lead a cross-company focus group and change committee to bolster employee morale and success

**Ballard Designs | Web Designer**  
Atlanta, 2012-2014

- Accelerated production times by reworking approval processes and pattern libraries
- Designed the online experience through requirements, mockups and code overrides
- Accelerated QA and troubleshooting processes by implementing a new spreadsheet of all user browsers and scenarios

**Ballard Designs | Junior Web Designer**  
Atlanta, 2011-2012

- Designed tablet-only interactive publications
- Redesigned the WordPress blog with a completely customized theme
- Designed all web and email marketing for ballarddesigns.com

**Freelance Web Designer**  
Atlanta, 2009-present

- Developed core print collateral for Bobbleheads.com
- Redesigned the Pathbuilders, Inc. - migrated from Joomla to WordPress
- Designed website from the ground up for Reach China Consulting
- Designed several print course catalogs for Clayton State University