



Award-winning Interactive, Multimedia, Visual and UX Director. I have 20+ years of experience influencing cross-functional leadership on the importance of design and delivering best-in-class solutions that lead to impactful outcomes. I'm passionate about executing creative strategies from research to branding, user experience and interface design, cross-platform development, motion graphics and video; and leading groups of talented global creatives. My greatest achievements are learning from and nurturing the growth of those working alongside me.

## EXPERT TECHNICAL SKILLS

Creative Management Training	UX/UCD Management	Information Architecture	Agile Frameworks
Creative Direction	Web Development	User Flows	Figma, Sketch & Balsalmiq
Branding	Email Development	Usability Testing	Adobe Creative Suite
Interactive Design	Prototyping	QA Testing	Motion Graphics
Visual Design	Wireframing	Analytics	Photography & Video
	Sitemapping	Data Visualization	Office & G-Suite

## PROFESSIONAL EXPERIENCE

### Jeff Gunn Creative Consulting / Freelance UX, Design, Development, Management: 2024–Present

- Creative vision and strategy for branding, marketing, and design projects, concept development, collaboration, and execution to ensure cohesive and impactful storytelling.
- Visual identities through logos, typography, color schemes, and design systems to establish cohesive brand recognition.
- Expertise in developing user-centered strategies and optimizing digital experiences to drive engagement, accessibility, and business growth.
- Create and optimize websites for seamless usability and aesthetics across various devices and platform
- Maintain websites and applications using programming languages, frameworks, and tools to ensure functionality, performance, and user experience.

### Tonic 3 (Contracting for PwC) / Senior User Experience Director: 2022–2024

- User Experience and Interface Design (Tonic3)
  - Directed and designed user experiences for applications, websites, mobile platforms, augmented reality, and virtual environments.
  - Expert in creating seamless and intuitive interfaces that align with user needs and business goals.
- Enterprise-Level Platforms with a Fortune 500 Multinational Firm (PwC):
  - Served as Design Lead and Senior UX Designer on two major enterprise platforms.
  - Comprehensive involvement in all UX process stages, ensuring brand compliance and integration of design systems.
- Survey and Analytics Platform (PwC / Design Lead)
  - Shaped product strategy and vision, enhancing interface and user experience through audits, redesigns, and presentations.
  - Defined platform improvements, developed personas and guiding principles, and led feature enhancements focusing on styles, dashboards, dynamic bookmarks, and platform configuration.
  - Designed prototypes for new features, integrating them with the existing platform using user journeys, sitemaps, and wireframes.
  - Oversaw AI feature development, including Insights and sensitive comment detection, and designed user management features, configurable Intercept features, and a pattern library.
  - Ensured adherence to strict accessibility standards.
- Digital Tax Platform (PwC / Senior UX Designer)
  - Audited and redesigned the existing product to enhance usability.
  - Conducted user interviews to gather feedback, and developed user journeys, maps, and wireframes.
  - Designed and integrated a new pattern library and component design system, creating working prototypes demonstrated to users and stakeholders.
  - Architected and designed features such as a dynamic graphing system for calculations and organizational information, tools for calculation comparisons, scenario planning, reports, and customizable metric visualizations.
  - Managed user and model data, platform history, and data ingestion processes.
  - Regular accessibility audits with provided annotations for developers and created marketing materials for the revamped product.
- Collaboration and Development:
  - Collaborated with the Accessibility team to uphold standards and managed communication with both onshore and offshore development teams.
  - Worked closely with developers to create pixel-perfect features using HTML, CSS, Angular, React, JSON, Web Components, and Power BI.
  - Managed tasks, wrote user stories, and facilitated team communication using Confluence, Jira, Azure DevOps, Aha!, and EnjoyHQ.

### **Trevelino/Keller / Senior Interactive Director: 2020–2022**

- Translate corporate and client goals into design objectives for digital, interactive, and motion products.
- Collaborate with both in-house and offshore cross-functional design, development, product and engineering teams.
- Create structure and processes to foster interdepartmental collaboration between creative, marketing, public relations, development, and sales. Scale design and development practices across the organization through strategic resourcing, prioritization and system implementation.
- Consult with clients to create and manage project scope, budget, and information architecture on robust interactive products.
- Creative direction and management of interactive, motion, visual and UX projects.
- Define and build intuitive user interfaces from concept to design, development and usability testing. Evaluate the user interface of new and existing products to make constructive improvements.
- Foster exploratory ideation by pushing problem-solving boundaries through innovative visual design and UX/UCD practices utilizing tools such as Adobe Creative Suite, Figma, Sketch, and Invision.
- Implement design, front-end development, and tailored CMS solutions for responsive web and email products through full-stack experience, including WordPress, Hubspot, Woocommerce, Shopify, Adobe Experience Manager, etc.
- Work with SEO and integration teams to maintain optimization goals.
- Manage several online platforms through a plethora of hosting, DNS, and CMS services, as well as formulate and perform monthly maintenance plans. Build custom CMS platforms to spec utilizing HTML, PHP, CSS, Javascript, and specialized API integrations.
- Demonstrate product concepts to clients through MVP definition, user flows, site mapping, wireframing, design comps and prototypes, as well as train clients on maintaining their own products once delivered.
- Articulate, execute, and deliver design solutions for products across a variety of devices and platforms.
- Perform QA audits on products including UX suggestions and edits, design and development refinements, security and CMS upgrades, and 508/WCAG compliance.

### **WebMD/Krames/StayWell / Senior Design Director: 2017–2020**

- Responsible for leading and inspiring a global team of talented creatives, encouraging a collaborative work environment and challenging the team to push ideas to the next level.
- Owned the creative direction on national, multi-tier, health and wellness omnichannel marketing campaigns, owning branding, print, digital, motion graphics, and interactive programs used by over 100 million patients, plan members and employees who used StayWell's products and services.
- Worked closely with Executive Leadership and Marketing on the concept development, rebrand and relaunch of StayWell's corporate identity.
- Built and managed corporate marketing and e-commerce websites using custom code and web templates across various content management systems, including WordPress, HubSpot, Magento, Contentful, and Salesforce marketing cloud. Prototyped and scaled mobile-first design and responsiveness.
- Produced interactive and web content using current web markup (HTML, CSS, JavaScript) and utilized several Content Management Systems (Hubspot, WordPress, Magento, Drupal, Salesforce).
- Owned user-centered direction, including research, prototyping, visibility, and interactivity.
- Worked closely with SEO and Marketing teams involving on-site and off-site optimization, positioning, and A/B testing. Helped establish analytics tools and analyze data.
- Partnered with cross-functional directors to implement integrated third-party tech systems, including owning a very successful launch of the HubSpot Marketing Automation Tool.
- Created and implemented branding, identity and user interface on client projects, including style, color, patterns, typography, imagery and layout for products, templates, concepts and mockups.
- Developed interactive products as an Information Architect, Interactive Designer, Product Designer and User Experience Designer.
- Created departmental and cross-departmental processes and procedures, including learning initiatives and evaluating their effectiveness.

### **USMotivation / Senior Multimedia Director: 2002–2017**

- Gained 15 years of experience creating marketing and digital media materials for clients from both B2B and B2C industries.
- Led the creative strategy for a tier 1, multi-billion-dollar telecommunications company through a variety of omnichannel marketing campaigns resulting in a 45% increase in sales.
- Conceptualized, created and led the development, design and production of product packaging, product launches, branding, websites, video, mobile campaigns, environmental graphics, paid media ads, social media campaigns, event and tradeshow signage.
- Responsible for UX/UI, design, and development of websites and e-commerce sites using HTML, CSS, WordPress, JavaScript and jQuery, mobile responsive techniques, A/B testing, and Flash.
- Created motion graphics used in web, video, Flash, 3D motion graphics, mobile and presentation software.
- Lead email designer responsible for creative concepts, coding, mobile responsive and analytics.
- Shot, edited and delivered photography of corporate meetings, events, and campaign collateral.
- Accountable for outsourced creative development with external vendors to ensure brand consistency and design quality.
- Winner of the GEM Award – Employee of the Year.

## Powell Digital / Multimedia Director: 1999–2001

- Applied expert graphic design skills to a variety of agency projects, including branding, campaign materials and signage.
- Designed and developed interactive media, including websites, Flash animations and interactive presentations.
- Designed and directed motion graphics and video for agency clients.

## Swerve Promotions / Art Director: 1998–1999

- Managed four in-house designers and illustrators for a boutique ad agency by planning, assigning and overseeing projects, and creative direction.
- Led teams in the development, design and production of sales-driven, cross-channel marketing campaigns including product launches, brochures, websites, billboards, branding and product packaging.
- Oversaw budgets, creative deliverables and all phases of nationwide ad campaigns.

## EDUCATION

**Art Institute of Houston**  
Graphic Design  
2000–2001

**Art Institute of Atlanta**  
Interactive/Multimedia  
1996–1998

**The Atlanta College of Art**  
Fine Arts & Digital Media  
1995–1996

**Kennesaw State University**  
Undergraduate Studies  
1993–1995

## CERTIFICATION

**American Graphics Institute**  
Advanced 508/WCAG/  
Web Accessibility

**General Assembly**  
User Experience Design

**General Assembly**  
Front-End Web Development

## DIVERSE CLIENT PORTFOLIO

Activision Blizzard, ADT, AECOM, Alabama Power, American Heart Association, American Lung Association, American Red Cross, Ardent Mills, AT&T, ATC Healthcare, Avon, Better Business Bureau, Blue Cross Blue Shield, BP, Caterpillar, Cricket, Diebold, Dine Equity, Duda Paine Architects, Dunkin Donuts, First American, Floor & Decor, FUJI, Golden Peanut, Hanover, Hyster-Yale, Incentive Solutions, JM Family Enterprises, Konica Minolta, Kowa Pharmaceuticals, PM Realty, Krames Patient Education, Marathon, Merck, MOSSA, Leggett & Platt, The Peanut Institute, PetSmart, Pfizer, Phyttest, Ricoh, Savin, Sharp, Shell, SOC Telemed, Southern Company, Southwire, State of Wisconsin, StayWell, Time Warner Company, University of Pennsylvania, UPS.

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