JOHNTEESDALE

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215.680.7137

SKILLS

Illustrator
Photoshop
InDesign
After Effects
Premier
Figma
InVision
Microsoft Office
Google Analytics
Email Marketing
HTML
CSS
JavaScript
PHP
Email Marketing
Branding
UI/UX Design
UX Research

EDUCATION

BFA Graphic Design
University of the Arts
Philadelphia, PA

JOB HISTORY

Digital Designer

VoiceComm
December 2020 – Present

Developed and executed design strategies for various marketing assets, including web banners, emails, flyers, and presentations, while consistently adhering to brand guidelines.

Conducted extensive research and analysis to create wireframes, mockups, personas, user flows, and prototypes for companies' e-commerce site, enhancing overall user experience.

Proficiently coded and developed web pages using HTML, CSS, Javascript, and PHP, and seamlessly customized Shopify templates using Liquid.

Successfully led the complete redesign of the e-commerce platform "Tech Perks," including developing a comprehensive design system, components, and visual identity.

Collaborated closely with the e-commerce manager and sales team to establish and execute targeted goals, ultimately driving business growth.

Ensured accessibility compliance across three e-commerce sites while initiating reporting on website analytics and implementing data collection procedures.

Project planned complete visual and UX overhaul of companies main brochue website. Laid out phases, timeline and defined key stakeholders and responisblies. Present project plan to managment.

Lead company through persona creation for use in future website redesigns.

Adjunct Professor

University of the Arts
August 2021 – Present

Demonstrated expertise in teaching intro classes for the College of Design, while instructing students on industry standards for utilizing Photoshop, Illustrator, After Effects, Indesign, HTML, CSS, and web design.

Developed comprehensive course syllabuses and lesson plans, fostering a supportive and productive learning environment.

Web Designer

Being Design
October 2018 – March 2020

Designed website mock-ups and wireframes, developed websites using WordPress and Shopify, and contributed to brand identity and content creation meetings, resulting in visually stunning and effective websites.

Ensured clients' adherence to GDPR standards, creating a secure and trustworthy digital presence.

Collaborated with clients under retainer agreements to provide ongoing website updates and maintenance services.

Developed comprehensive design systems to be implemented across various websites for distinct conventions, ensuring consistency and professionalism throughout each digital platform.