

# Jeremy Graston · Designer

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## Resume summary

Visual designer with in-depth experience in both corporate and agency environments. Expertise in interaction design, interface visual design, infographic design, icon design, web design, graphic design, project management, and client relations. By nature, a self-motivated resourceful creative with a passion for visual design that facilitates a positive user experience.

## Professional interests

Visual design in all mediums. Interface design in games, film, and applications. Infographics, digital and fine art, interface technologies, illustration, data visualization, and futurism.

## Work experience

### **EffectiveUI, Denver CO: Visual Interface Designer (06/07 – present)**

Conceptualized and designed the user interactions and visual look and feel for variety of Flash based web and desktop applications.

- Designed and created software application skins that complimented the client brand and the user experience
- Conceptualized and designed animated transitions for various interactive elements within the application
- Produced conceptual sketches and two or three different approaches for every project
- Created information architecture diagrams in the form of site maps, user flow charts, persona's, and wireframes
- Brainstormed with design team innovative techniques of which to deliver enhanced user experiences
- Gathered information architecture, usability, and visual requirements
- Supported and worked with usability testing team
- Created styleguides and production design assets for all applications
- Worked with in-house developers and clients to ensure visual consistency and adherence to agreed upon information architecture

### **textureMedia, Boulder CO: Interaction Designer (06/06 – 06/07)**

Planned the navigational structure, designed the interface requirements, and supported content inventory needs for a variety of interactive projects including: web sites, CD/DVDs, Flash applications, and database-driven web applications. Acted as an end user advocate and participated in identifying both client and user requirements by determining an appropriate architecture and content structure.

- In-house infographic/marketing collateral designer
  - Created sitemaps, individual screen wireframes, and functional prototypes to ensure all business and user requirements identified were addressed
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### Work experience, cont'd.

- Worked with the project team to identify and define and develop persona's and their corresponding use cases
- Performed existing site assessments and content audits as needed

#### **IBM, Boulder CO: IT Specialist / Web designer (08/02 - 06/06)**

Responsible for design, development and localization of web pages for the European versions of IBM Printing Systems Division (PSD) web sites. Heavy emphasis on page layout, design and usability within all sites. Conceptualized and project managed a variety of rich media deliverables including Flash presentations, streaming video, DVD authoring and banner ad creation.

- Created clean and contemporary ibm.com homepage splash graphics for the North America and European homepages on a monthly basis.
- Created first class Flash based microsites for IBM printing systems
- Developed and maintained ibm.com web sites using HTML, CSS, and Javascript
- Solely responsible for the re-architecture of the pre-existing translation export/import process that supported nearly 3000 web pages cutting translation costs by 40%.
- Participated in evaluation, creation and implementation of ibm.com site-wide CSS and its Flash platform standards.
- Consulted and advised IBM's Printing Systems Division on rich media solutions that alleviated reliance on internal legacy applications and their corresponding processes.
- 2005 Flash Forward attendee representing IBM and ibm.com.

### Software / programming languages / platforms

Adobe CS3, Photoshop, Illustrator, Fireworks, After Effects, Flash (AS 2), Dreamweaver, Bridge, Acrobat, InDesign, Keynote, Painter, Processing, HTML, CSS, Javascript, XML, Basecamp, OmniGraffle, Microsoft Visio, Project, OS X, Windows. Familiar with Maya, Poser, Cinema 4D, 3D Studio Max

### Education and professional development

Bachelor of Science, Information Technology · Capella University, Denver, Colorado

Active membership: AIGA, Colorado Academy of the Arts, Yahoo User Interface Group, Colorado Flash Developer Group; Rocky Mountain Internet Users Group, Art Directors Club of Denver

### Links

Personal site / Portfolio - [www.jeremygraston.com](http://www.jeremygraston.com)

Linked In – <http://www.linkedin.com/profile?viewProfile=&key=5127785>

Del.icio.us - <http://del.icio.us/sushidub>

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