

EXPERIENCE

Web Designer

Ascedia | September 2014 - Present

I work collaboratively with Ascedia's marketing and development team through every stage of a project's life cycle. This includes being involved in project pitches, developing personas and user journeys, wireframing, high fidelity mockups and providing ongoing creative direction for developers while the site is being built. I work within the constraints of the Kentico CMS and utilize atomic design methods as a basis for my designs.

Creative Designer

AD2MKE | December 2014 - November 2015

Collaborate with other board members to organize educational and fundraising events geared towards young professionals. Maintain AD2MKE's brand standards and create promotional materials for upcoming events.

User Experience Design Intern

Parr Interactive for Sentry Insurance | Summer 2013

Create wireframe prototypes and high fidelity mockups for internal and external websites. Conduct competitive analysis and develop copy marketed towards Sentry's target demographic.

TOOLS I USE

Illustrator Photoshop Sketch + InVision HTML/CSS
Kentico Atomic Design

EDUCATION

Web and Digital Media Development

University of Wisconsin Stevens Point, May 2014

Bachelor of Arts with an Emphasis in Design and Computer Information Systems

ONLINE PORTFOLIOS

jacobburr.com
dribbble.com/JacobBurr
