JEREMY D. PRITCHARD - **Graphic Designer**

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WORK EXPERIENCE

Web Designer

The Henry M. Jackson School of International Studies, University of Washington, Seattle, WA, USA

July 2014 - Present

Serving as designer and front-end developer in an I.T. team at the University of Washington.

- Conducted in-depth business analysis of school for user flow and information hierarchy.
- Established a lifecycle management plan for WordPress Multisite network of 28+ sub sites.
- Implemented series of website best-practices including:
  › User-focused mobile responsive design.
  › SEO optimization.
  › Analytic recording with ongoing review.
  › Web Content Accessibility Guideline (WCAG) 2.0 compliant design.
  › Social Media/ Opengraph page content optimization.
- 62% increase in unique website page views (July 2014 vs. July 2017), and significant improvement in all other traffic metrics.
- Supervision and support of office assistants and team of website content producers.

Freelance Designer

Seattle, WA, USA

May 2013 – July 2014

Branding and website projects for clients include University of Washington, Seattle Space Needle and Athena Women's Health.

Designer Print & Web

Dymocks Booksellers, Sydney, NSW, Australia

February 2007 – May 2012

Served as sole designer on the marketing team for Dymocks Booksellers, the largest book retailer in Australia.

Major duties and accomplishments included:

- Award winning design - contributed all visual design for the team that won the 2011 Digital Industry Association of Australia AMBER Award for excellence in Online Retail (Media & Entertainment).
- Brand management - oversaw all uses of the Dymocks brand in new store installations, catalogs and posters.
- Website design and development – researched and analyzed user behavior and made major improvements to the user experience on Dymocks' website.

Work included re-designing the home page, events and Booklover loyalty program pages. New designs showed significant improvement in performance, clicks and conversion.

- Design of national marketing promotions - designed from concept to implementation in catalogs, store displays, websites and marketing emails.
- Supervision - lead and mentored staff in Dymocks' email marketing. Including data analytics, template design and staff training. New templates, processes and strategies resulted in improved open rates and customer engagement.
- Environmental design - supervised the renovation and design of the Dymocks Stationery store with an external agency. Consulted on new store layouts.
- Work flow management - coordinated work flow between internal and external units. Managed competing deadlines from multiple parts of the business to ensure all deadlines were met.

Graphic Artist & Technical Officer

Metcash Limited, Sydney, NSW, Australia

May 2005 – February 2007

- Graphic Artist duties - managed a fast-paced studio environment, designed and produced print advertising materials including catalogs, flyers, newspaper advertisements and local and national marketing campaigns for Metcash, a marketing and distribution company operating in the grocery, liquor and hardware wholesale industries. My work was competitively selected for major promotions.
- Technical Officer duties - transitioned the office from primarily courier-distributed hard copies to digital distribution of proofs for approval and transitioned the studio from using Quark Xpress to Adobe InDesign, bringing it in line with industry standards. Changes resulted in significant savings in time and money.

Web Designer

Office of Regional Development, University of Western Sydney, Sydney, Australia

February 2005 – April 2005

Designed creative banners and structure for a Nanotechnology project, within the confines of the Blackboard Content Management System. Worked on project from concept through completion with minimal supervision.

Instructor

University of Western Sydney, Sydney, NSW, Australia

January 2004 – December 2004

Developed lesson plans for and provided instruction and computer lab demonstrations to first-year students in Apple computers, Photoshop, Dreamweaver and hand-coding HTML. My lesson plans were adopted as the basis for other instructors of the Design Principles practical.

SKILLS

- Adobe Creative Suite – Expert proficiency in Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, and Fireworks. Basic proficiency in Flash.
- HTML5 and CSS3 – Expert Proficiency of Html and CSS.
- Javascript – Intermediate proficiency of Javascript.
- Visual design – Including composition, layout, information hierarchy, typography and color.
- Print design and printing processes.
- Brand design and management.
- Illustration.
- User experience design – Wireframing, User-flows etc.
- Signage, tradeshow and environmental design.
- Project management.
- Time management.
- Training and supervision.
- Public speaking/ presentation.
- PHP – Intermediate proficiency in PHP (particularly in WordPress framework).
- Accessibility and SEO – Fluent in industry best practices for accessibility and SEO.
- Open Source Frameworks – Extensive experience developing web sites in the WordPress framework.
- Mobile and Responsive – Extensive experience designing mobile responsive websites.
- .NET – Limited experience working within a .NET framework.
- HTML Email design and campaign management – Expert proficiency in Html email and have worked in a number of electronic digital marketing platforms including Marketo, Responsys, MailChimp and Convio.
- Microsoft Office - Proficient in Microsoft Office Suite.

EDUCATION

2004 - Bachelor of Design: Visual Communication

University of Western Sydney, NSW, Australia

AWARDS AND COMMENDATIONS

- 2014 - University of Washington 2014-15 Brand Alignment Funding Grant
  Wrote winning grant proposal for special funding for website project with the Jackson School.
- 2011 - Digital Industry Association of Australia AMBER Award for excellence in Online Retail (Media & Entertainment)
  Contributed visual design on the winning team.