

JASON C. ROACH

jason.roach@theuglybug.com

www.theuglybug.com

1164 Cooper Drive • Cuyahoga Falls, Ohio 44221

330.812.0102

QUALIFICATIONS

Graphic designer and web developer with over eighteen years experience in researching, coordinating and executing a wide variety of creative communication projects in online and print media. A dedicated individual with a unique combination of creativity, high work ethic, education, intelligence and experience that allows for a comprehensive and creative approach to problem-solving. Skilled at current versions of the Adobe Creative Suite, WordPress (and other content management systems) as well as Bootstrap, CSS, HTML, PHP, JavaScript, jQuery and XHTML coding.

EXPERIENCE

August 2012 – Present	Proforma	Independence, Ohio
<i>Manager, Digital Media Design</i>		
- Leads creative group in planning, coordinating and implementing a variety of web and print projects with a focus on creative problem-solving		
- Develops and designs effective marketing e-mails, web sites, landing pages, banner ads and WordPress sites from concept development and interactive wireframing to completion		
- Conducts comprehensive usability testing assuring optimum end user experience		
- Designs interactive user interfaces for a variety of browsers on Windows and Macintosh platforms as well as mobile and tablet devices		
October 2011 – August 2012	Digital Canvas, LLC	Hartville, Ohio
<i>Director of Web Development</i>		
- Lead web development group in planning, coordinating and implementing a variety of web projects with a focus on creative problem-solving		
- Designed and created print marketing pieces for a variety of client types		
- Developed and designed effective marketing e-mails, web sites, landing pages, banner ads and WordPress sites from concept development and interactive wireframing to completion		
- Conducted comprehensive usability testing assuring optimum end user experience		
- Designed interactive user interfaces for a variety of browsers on Windows and Macintosh platforms as well as mobile and tablet devices		
February 2011 – October 2011	Lawrence Adams, Inc. - Marketing Communications	Stow, Ohio
<i>Senior Graphic Artist / Web Developer / Social Media Coordinator</i>		
- Developed, designed and maintained effective web sites, landing pages, SharePoint sites and WordPress blogs with an emphasis on web standards and search engine optimization		
- Developed, designed and determined content for e-mail newsletters and e-mail marketing campaigns		
- Planned, designed and coordinated multi-piece print marketing campaigns for a variety of client types		
- Established and maintained editorial calendars for social media campaigns		

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EXPERIENCE (CONTINUED)

November 2000 – March 2010 The Berry Company Hudson, Ohio

Graphic Artist / Creative Services

- Developed concepts and executed the creative for pieces including logos, sales visuals, brochures, magazines, posters, presentation materials, trade show exhibits and other print media
- Developed, designed and maintained effective web sites, landing pages and e-mail newsletters
- Collaborated with clients, marketing staff and production employees to ensure that completed projects best met the needs and requirements of all interested parties
- Designed, coordinated, proofed and performed prepress on directory covers and cover advertisements

November 1998 – November 2000 Alltel Publishing Corporation Hudson, Ohio

Layout Artist / Department Trainer

- Created effective print advertisements, mastheads and banner ads in a fast-paced production environment
- Led department in average ads completed per day, above and beyond company expectations
- Proofed all completed ads for accuracy, earning a department-leading average accuracy percentage while maintaining production standards
- Trained new employees and cross-trained current employees who performed other functions
- Received recognition from colleagues and superiors for excellence and helpfulness

TECHNOLOGICAL SKILLS

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|------------------------|------------------------|------------------------|
| - Adobe Acrobat CC | - Adobe InDesign CC | - Microsoft Word |
| - Adobe Dreamweaver CC | - Adobe Photoshop CC | - Microsoft Excel |
| - Adobe Illustrator CC | - Adobe Premier Pro CC | - Microsoft Powerpoint |

Knowledge and familiarity with Bootstrap, CSS, HTML, PHP, JavaScript, jQuery and XHTML. Experience in setting up and maintaining web hosting servers. Skilled at writing custom themes for and working within a WordPress environment as well as other content management systems. Ability and eagerness to learn new software, skills and processes quickly.

EDUCATION

1993–1998 Youngstown State University Youngstown, Ohio

- B.S./Business Administration, Magna Cum Laude, Advertising and Public Relations
- G.P.A.: 3.75; Major G.P.A.: 3.9