Giovanni Austin

CREATIVE DIRECTOR | UI/UX DESIGNER | FRONTEND DEVELOPER

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# PROFILE

Proﬁcient in Adobe Creative Suite as well as coding, Giovanni Austin is an Creative Director, Experienced Senior UI/UX Designer, & Developer with a demonstrated history of working in the mobile and web industry. With Over 15 years of experience, he work with some of the Fortune 500 Automobile Industry, such as Toyota and Ford to name a few.

# Education

## Business Administration

Grambling State University / 2001 - 2003

## Design & Interactive Media

Art Institute of Pittsburgh / 2014 -2015

# Experience

## 1000Bulbs.com

### UI/UX Designer and Frontend Developer / 2014 - 2019

As a Senior UI/UX Designer and Developer I played a larger role as I was the only UI/UX designer employed by 1000Bulbs.com. My role was to redesign their old site into a unique new design and user experience.

* Work with developers to implement interactive designs
* Find creative ways to solve UX problems (e.g. usability, ﬁndability) Develop wireframes and prototypes around customer needs Deﬁne the right interaction model and evaluate its success
* Create personas through user research and data
* Conduct concept and usability testing and gather feedback Understand product speciﬁcations and user psychology
* Web page development from design to test and up to production Designed complex interfaces to support third party systems.
* Executed and monitored standards for user interfaces, page design and graphics development.
* Design UI/UX mock-ups to ensure quality control and client satisfaction before project development phase.
* Created HTML email templates and newsle5ers for e-mail marketing campaigns.
* Participated in projects in all stages of the product life cycle. Consulted and documented UI best practices and code standards.
* Maintained brand standards under company guidelines.
* Tested front-end code in multiple browsers to ensure cross-browser compatibility
* UI/UX Design to support Sales Agents
* UI/UX Design for Sales Administration improvement
* UI/UX Design Agent UI implementation

## Tega Technologies

### Creative Director / 2009 - 2014

As a Creative Director, my responsibilities were to manage several projects and lead a team of developers and designers for client projects for website. tablets, mobile applications for the Auto Industry.

* Conceptualizing, developing and leading award-winning digital work Collaborate to understand business objectives and create elegant, Collaborate with developers to deliver polished, pixel-perfect products
* Pioneer and develop a digital department with the drive and vision to build a team
* Clearly and eﬃciently communicate ideas and rationale to key stakeholders
* Deﬁne the right interaction model and evaluate its success Monitor and promote emerging trends in interactive technologies, content, design and marketing tactics
* Organize and manage the workﬂow of the department to ensure day-to-day tactical items are executed on and strategic high impact work is developed
* Work with team to provide job assignment/scope and workload balancing to ensure that the project objectives, budgets and timelines can be met
* Work with project managers to create production schedules for all applications – Senior Management, Supervisors, & Team Leads
* Work with project managers to create a production budget and ensure the content is delivered within budget and to clients expectations
* Manage and develop talent, systems and processes that result in world class creative work against clients’ briefs, schedules, and budgets
* Consistently led ﬁrm's communication and presentation eﬀorts with client-side C-level executives that facilitated strong project management and prioritized client's strategic goals.
* Directed creative management and developed a strong incentive-based working environment that achieved average project proﬁt margins of 35%.
* Directed 4 creative managers to create rich, rewarding experiences that were both strategic and brand-right.
* Served as creative director for the company's web and mobile application. Responsible for design, editorial and new design and development.
* Supervised graphic designers, an art director and support personnel. Managed the work of freelance artists and outside design services

# Expertise

Frontend Developer

User-Centered Designs

User Experience

User Interaction

User Research

User Empathy

Responsive Website

Web Application

Mobile Application

Responsive Design

Critical Thinking

Creative Process

Executive Presentations

Deadline Oriented

Wireframing and Prototyping

Team Leadership

Team Collaboration

Communication

Task Analysis Skills

Agile Environment

Ability to Visualize Solutions

Interact well with clients

# Graphic Skills

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

# UI/UX Skills

Sketch

InVision

Framer X

Axure

Marvel

Principle

Adobe XD

# Coding Skills

HTML

CSS

PHP

jQuery

JavaScript

Angular

Bootstrap

Tableau

Salesforce

Mac Proficient

Sublime Text

# References

References will be provided upon request.