GIOVANNI AUSTIN

CREATIVE DIRECTOR • UI/UX DESIGNER • FRONTEND DEVELOPER

PORTFOLIO

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PROFILE

Proficent 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 /2001-2003

DESIGN & INTERACTIVE MEDIA
THE Art Institute /2014-2015

EXPERIENCE

UI/UX DESIGNER AND FRONTEND DEVELOPER
1000Bulbs.com / Garland, TX, 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 into a unique new design and user experience.

- Work with developers to implement attractive 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 newsletters 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.

EXPERTISE

Frontend Developer
User-Centered Designs
User Experience
User Interation
User Research
User Empathy
Responsive Website
Web Application
Mobile Application
Responsive Design
Critical Thinking
Creative Process
Executive Presentations
Deadline Oriented
Wireframing and Prototyping
Frontend Development
Team Leadership
Team Collaboration
Communication
Task Analysis =Skills
Agile Enviroment
Ability to Visualize Solutions
Interact well with clients

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EXPERIENCE

CREATIVE DIRECTOR
Tega Technologies / Dallas, TX, 2009 - 2014

As a Creative Director, my respunsibilities 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 applicationss – Senior Managment, 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.

REFERENCES

REFERENCES WILL BE PROVIDED UPON REQUEST

TECH SKILLS

GRAPHIC
Adobe Photoshop
Adobe InDesign
Adobe Illustrator

UI/UX
Sketch
Invision
Framer X
Axure
Marvel
Principle
Adobe XD

CODING
HTML
CSS
CSS Preprocessing
PHP
jQuery
Javascript
Angular.js
Twitter Bootstrap
Command Line
Browser Developer Tools
Testing/Debugging
Mac Proficient
Sublime Text
GitTower