



# Jonathan Vernon

CREATIVE DIRECTOR | DESIGN LEADER

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Duvall, WA.

## SUMMARY

**Innovative Creative Director** leveraging a combination of creative talent and technological prowess to produce high-end designs and user-focused experiences. **Impactful leader** with interpersonal strengths utilized to manage high-performance teams. **Creative problem solver** proven to welcome challenges with ambition and enthusiasm.

## EXPERIENCE

### Lead Advertising & Creative Services Manager / Senior Lead UX Designer

**DIRECTV** 2021 – Present | Bothell, WA.

**DIRECTV** is a provider of digital television entertainment in the US. They've been at the forefront of entertainment for nearly three decades.

- **Creative Director on the Merchandising team** within **DIRECTV's** eCommerce group
- **Manage a team of designers and writers** to ensure all outgoing creative meets Brand standards
- **Created/maintain a library of components** in Adobe XD for the design team to utilize, leading to faster turnaround times
- **Lead designer for multiple high-visibility projects**, such as the redesign of **directv.com**
- **Manage vendor relationships** with large partner companies, such as Adobe and Getty Images
- **Partner with Product, UX, Development, and Implementation teams** on product and promotion launches

### Art Director / Lead UX Designer

**AT&T** 2012 – 2021 | Bothell, WA.

**AT&T**, one of the nation's largest mobile carriers, is a provider of media and technology services.

- **Managed a team** of designers on **AT&T's** Video Merchandising team
- **Worked on several iconic Apple launches**, including the iPhone XR, to ensure creative was delivered quickly, accurately, and on time
- Balanced a **broad range of responsibilities** for multiple concurrent projects, such as **visual design and art direction**
- **Collaborated with UX and Implementation teams** to deliver projects in alignment with all deadlines and objectives

### Senior Flash Designer / Lead Designer

**EXPEDIA** 2010 – 2012 | Bellevue, WA.

**Expedia** is a website that's used to book airline tickets, hotel reservations, car rentals, cruise ships, and vacation packages.

- **Spearheaded visual design and creative direction** for various projects as Lead Designer for Media Solutions
- **Managed a team** of production artists in order to ensure proper design conventions were followed and up to Brand standards
- **Oversaw external partnerships** with 3<sup>rd</sup>-party rich media vendors

## EDUCATION

### MFA : Media Design

**FULL SAIL UNIVERSITY**

2012 | Winter Park, FL

- Valedictorian
- Advanced Achievement Award
- Course Director's Award

### BFA : New Media

**ACADEMY OF ART UNIVERSITY**

2002 | San Francisco, CA.

- Featured Artist – Senior Art Show

## PROFICIENCIES

### Conceptual

- Creative Direction / Strategy
- Team Leadership / Mentorship
- Brand Identity
- Marketing / Advertising

### Skills

- Visual Design
- UX / UI Design
- Typography
- Animation

### Software

- Adobe XD / Figma
- Photoshop / Illustrator
- Adobe CC
- MS Office

**References available upon request**