

james gabrielsen

I am an artist, designer, and front-end developer based out of Salt Lake City, Utah. I have a decade of professional experience creating and managing projects for print and web, with an emphasis on UX design.

contact experience

801-543-9125
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technologies & skills

HTML5
CSS3
Sass
SMACSS
JavaScript
jQuery
AngularJS
Responsive Development
Bootstrap
Skeleton
Wordpress
Kirby
Git / Version Control
UX Design
Analytics
User Interviewing
Persona Development
Wireframing
Rapid Prototyping
A/B Testing
Photoshop
Illustrator

education

WEBER STATE UNIVERSITY

Graduated 2011
BS English and Visual Art

Course work included:

Graphic Design
Typography
Drawing
Painting
Color Theory
Grid-Based Layout
Photography
Technical Writing
Critical Analysis

UX LEAD & FRONT-END WEB DEVELOPER – Blink Worldwide
December 2015 to Present

HTML5, CSS3, Sass, JQuery, AngularJS, PHP, Git, Kirby, Wordpress, Photoshop, Illustrator, UX Design, Persona Development, Wireframing, InVision, Rapid Prototyping

- Built responsive interactive quiz for the Partnership for Drug-Free Kids for the 30th anniversary of the original “This is your brain on drugs” campaign using HTML, CSS, and jQuery.
- Comprehensive UX design for Vival and mGage, including development of personas, sitemaps, wireframes, and click paths.
- UX design for LogicSource, including development of personas, wireframes, and click paths.
- Built responsive interface for a rapidly prototyped iOS mobile app for Black Diamond.
- Contributed significant development work for BluonEnergy.com, including responsive layout using Bootstrap, and a custom cost-savings calculator built with AngularJS.
- Single-handedly built a responsive website with custom-crafted administration panel, including developing a new plugin for the Kirby CMS from scratch, for Coastal Construction, a high end real estate company.

WEB DESIGNER & FRONT-END WEB DEVELOPER – Daz Productions
November 2014 to October 2015

HTML5, CSS3, Sass, Javascript, JQuery, PHP, Git, Magento, Photoshop, Wireframing, UX Design

- Designed and developed usability improvements for the Daz3d.com Magento store, including improving the responsive implementation.
- Designed an embeddable store module for the Daz Studio software that matched the existing UI and provided a seamless experience for purchasing 3D assets while using the software.
- Designed and built a wishlist indicator button for the Daz3d.com store, leading to a small but notable improvement in sales.
- Redesigned the Daz3d Forum (which has 1.4 million registered users) from the ground up using Vanilla Forums.
- Built a responsive online compatibility reference for the various releases of Daz3D models using HTML, CSS, and jQuery.

contact experience, continued

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MARKETING CREATIVE MANAGER – Allen Communication Learning Services
January 2014 to November 2014

Art Direction, Market Research, HTML, CSS, Javascript, jQuery, Photography, Photoshop, Illustrator, Wireframing, Rapid Prototyping

- Designed and created all art assets for the marketing department, including for marketing campaigns, web sites, and blog posts during the company's most profitable year in its history.
- Conducted market research to design objectives based on user profiles, web analytics, competitor analysis, and client interviews.
- Designed and built responsive landing pages utilizing parallax effects and complex animations using HTML, CSS, and jQuery
- Redesigned the corporate logo system and created a new brand standards style guide.

PROJECT MANAGER – TechMediaNetwork (Purch)
April 2013 to January 2014

Agile Project Management (Scrum), Pivotal Tracker

- Managed up to five simultaneous projects in an agile environment, coordinating stakeholder priorities with ground-level teams (design, development, editorial, sales, and advertising).
- Managed the rebranding and mobile-responsive redesigns globally viewed sites, including LiveScience (11 million monthly visitors), Space.com (5.8 million monthly visitors), LAPTOP (6.2 million monthly visitors), and BusinessNewsDaily (2.1 million monthly visitors).
- Managed the implementation of automatic back-end accounting tools for HermanStreet.com.

SENIOR GRAPHIC DESIGNER – TechMediaNetwork (Purch)
October 2008 to April 2013

Art Direction, Print Layout, HTML, CSS, Photoshop, Illustrator, InDesign, Wireframing, UX, A/B Testing, Analytics Research

- Redesigned the HermanStreet.com shopping cart from scratch, increasing conversion by 30%.
- Redesigned Top10Reviews page templates to improve UX and increase page views 80-160%.
- Designed websites, ecommerce sites, internal web-based tools, banner ads, and print materials using Photoshop, Illustrator, HTML, and CSS.