

Who's a swiss-army knife of a designer with diverse expertise in the areas of graphic design, front-end web development, user experience and user interface design?

Who dabbles with a bit of strength in branding, marketing, advertising and creative ideation?

Who's always an active and vocal player in projects from conception to completion?

Who loves to be involved on as many fronts as possible and help wring the absolute highest quality form and function out of anything he participates in?

## THIS GUY.

# JESSE WALLACE

392 Bass Way Kennesaw, GA 30144 • [jessewallace@gmail.com](mailto:jessewallace@gmail.com) • 678-755-2237 • <http://www.jessewallace.me>

### SKILLS

- UI/UX Design
- Front-end Dev
- Prototyping
- Usability
- Graphic Design
- Team Management
- Trendwatching
- Coffee Drinking
- Snarky Jokes
- General Cheerfulness

### TECHNOLOGY

- HTML/SCSS
- A Bit o' jQuery
- Photoshop
- Sketch
- Mockflow, UXPin
- Marvel, Invision

### CERTIFICATION

#### UX Certified

Nielsen Norman Group  
2014

### DIRECTOR OF DESIGN ..... 04/2014 - 7/2017

*Triton Digital*

- Oversee design process and output on a holistic, company-wide level
- Wholly responsible for the UX, UI and front-end implementation of multiple high-traffic SaaS products
- Managed and mentored a team of talented front-end professionals across the entire front-end design process, including research projects, UX artifact creation, UI design and front-end development
- Recognize and respond to pain points in our experience for clients and their members
- Unify design practices and UI layers throughout major company touch points
- Increased core platform usability and enjoyment through focused initiatives
- Instilled and preserved design culture throughout the company
- Worked with other senior management to develop product strategy and goals for usage

### LEAD DESIGNER ..... 05/2014 - Present

*gottaGolf*

- Led and executed design across both the web and iOS platforms.
- Iterated constantly based on direct user feedback
- Built visual brand and enforced consistency between platforms
- Executed design materials for marketing initiatives, investor initiatives and other needs

### CREATIVE DIRECTOR ..... 01/2011 - 04/2014

*Triton Loyalty*

- Built and managed a team of talented UX/UI professionals in an Agile environment over a variety of enterprise-focused products and projects
- Architected and led the redesign of the company's suite of products, and ongoing unification of new and legacy products through a re-architecture of CSS methodology and shared assets
- Solve complex interaction design and UX problems on a daily basis
- Define company-wide standards and best practices for markup, UI design and workflow
- Wore many hats, becoming familiar and fairly intimate with the advertising sectors, analytics, client ops, product management and more

### DESIGNER ..... 07/2008 - 01/2011

*Enticent*

- Designed user flows, wireframes and hi-fidelity user interfaces for product features
- Developed front-end prototypes and production-level code for products utilizing CSS, SASS and jQuery
- Worked directly with project managers, engineers and QA throughout the design and implementation process to ensure proper design delivery and execution
- Adhered to agile process to clear user stories and work goals each sprint
- Provided critical thinking and solutions for many product and design issues
- Worked hands-on creating solutions for multiple teams, including marketing, advertising, implementations and product
- Responsible for collateral, sales pieces, one-sheets and other point-of-sale materials
- Created all types of web graphics and coded-solutions for advertising purposes
- Assisted in product markup troubleshooting for clients and customer support

*Additional work history  
and references available  
upon request*