



# JON WESTGAARD

## CREATIVE PROFESSIONAL

Interactive / UI | Responsive Mobile & Web  
Identity / Logo | Brand Strategy | Concept / Ideation  
Print Collateral | Magazine Layout | Packaging  
Motion Graphics | Video | Animation

## CONTACT

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Erie, CO 80516

- A seasoned creative professional with 15+ years of digital branding/user interface design, advertising experience and successful team leadership.
- Identified user needs, business requirements and communicated design deliverables such as brand strategy, concept development, creative briefs, specifications, templates, site maps, task flows, heuristic evaluations, storyboards, wireframes and mock-ups for responsive website design, rich media ads (mobile & tablet) & mobile app design.
- In-depth experience in designing user interfaces, highly skilled in designing for IOS, Android and Windows Mobile, & highly skilled at conceptualizing and designing sales & marketing materials including white papers, sell sheets, print ads, billboards, digital signage, motion graphics, product packing and large-scale event media.
- Involved in requirement gathering, application design, quality reviews and interface testing.
- Keen eye for detail with polished design talent – a seasoned pro with extensive experience working with big-name brands and companies.
- Excellent written and oral communication skills. Dynamic presentation presence with proven ability to fully engage an audience.
- Master of the entire Adobe Creative Suite of software applications – 14 years

## WORK

### Advanced Transaction Solutions

Mar 2011 - Present

Creative lead and strategist for all client transactional kiosk UX/UI projects as well as internal marketing and media. Conceptualized and executed design solutions across a wide variety of print and digital interactive media, including websites, mobile apps, print advertisements & marketing/sales presentations.

Clients: NetSpend, M3T, City of Chicago, DivDat, Centrella Foods, Paymentech, Duncan Solutions, Paycenter One.

### Quotepro

Jan 2009 - Aug 2012

Senior Designer leading all client insurance kiosk projects from touch-screen UX/UI, wireframes, prototypes, kiosk exterior decal wrap concepts and marketing materials. Designed UI for Autoquoter mobile app - co branded to each carrier. Oversaw numerous marketing plans, conceptualizing and designing print and digital media for each.

Clients: Kemper, Acceptance, Magnum, Direct General, Progressive, Geico, Insuritas, TitleMax, PreCash, MorphoTrust.

### PayCenter One

Sep 2008 - Jul 2011

Creative direction and 4-person design team leader on targeted client transactional kiosk projects from concept to deployment. UX/UI included mobile apps, microsite design and strategy and kiosk touch-screen UI. Kiosk exterior decal wrap designs co-branded per client. Motion graphic advertising strategy & development for kiosk digital media loops.

Clients: Viva! Markets, Valero, BP, Texaco, Jetz, IGA, Marathon, Citgo, Shell, Sunoco.

### Pay-Ease, LLC

Jun 2007 - Aug 2008

Senior Visual Designer and marketing lead, I grew business with strategic marketing roll-outs timed with major client deployment events. Recognized, redesigned and refined the effectiveness of the company's identity and industry/market perception. Repositioning it as the leader in cloud-based multi-transactional kiosk solutions. Appointed art director for each client's visual design needs.

Clients: The City of Chicago, Div Dat, Duncan Solutions, Paymentech, United Airlines, PERC International, The City of Milwaukee, Walgreens.

### Image Perspective

May 2006 - Aug 2008

Creative Director for this advertising/marketing agency, consistently ensured that each clients' desired message and image was conveyed to consumers. Responsible for the overall design and implementation strategy of the visual aspects of each campaign. Coordinated the work of design staff and developers. Drafted thorough creative briefs and coherent style guides to ensure client brand consistency across all media deliverables.

Clients: Charms, Linden Group Health, eDot, TBF Financial, MGA Inc.

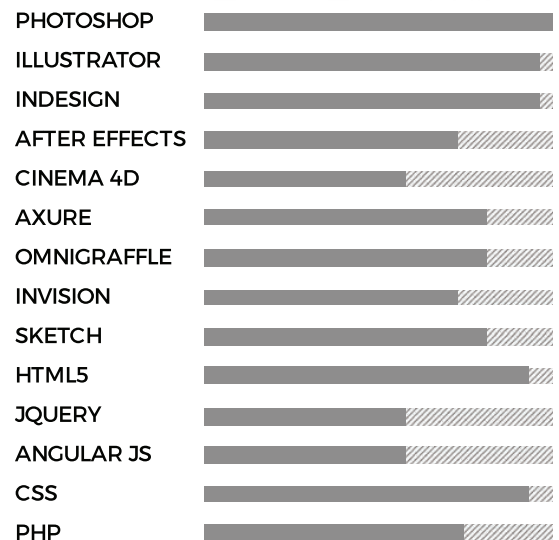
### Aint Rocket Science, Inc.

Jun 2000 - Mar 2006

Co-founder and Creative Director of this boutique design agency specializing in web design, video/multimedia solutions, brand identity creation, print advertising and e-commerce solutions. Consistent with exceeding clients' expectations by providing unswerving customer service, on-time deliverables and conceptual differentiation that each client required to prove our design solutions' value proposition.

Clients: The Illinois Commission on Diversity & Human Relations, Fezzey Law Partners, PEEK Consulting, Safe Streets, Transformations Interior Design, Mister Lighthouse, Led Zeppelin Tickets.com, Wassup! Local Magazine, Yerbabuna Cuisine, International Airways.

## PROFICIENCIES



## EDUCATION

### The University of Cincinnati

MAJOR: Liberal Arts

### Columbia College, Chicago

MAJOR: Fine Arts

MINOR: English

## AWARDS

### 2005 Gold Aster Award

For Excellence  
in Medical Marketing

Website: www.spaharmony.org



*"Jon's caliber of professionalism is matched only by his creativity and infectious energy. He clearly understands the solutions that his designs have to provide, checks his ego at the door, and absorbs every facet of what he is tasked to create. What he then delivers nails it right to the wall."*

- Michero Washington  
President, ICDHR