

JEFFREY JAMES WAGNER

Design Director | UX Strategist



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Hello,

First and foremost, let me take a moment to thank you for taking the time to discover what may make me a great fit for your company, and how my seasoned approach can contribute to your success.

I believe that great design is invisible. It's not something you see, it is something you feel. It's an emotional reaction to an experience, a name, an image, a product. I believe that those reactions can spark a decision, and that decision can influence behavior. Great design is truly centered in emotion. It's about being the catalyst, shifting paradigms, shattering expectations, turning heads.

My goal is always to be both a designer and strategic thinker, forming strategies that align with brand and product goals to achieve the best possible outcome for any project on which I work. I also recognize how essential quality teamwork is to the process, as I believe meaningful insights are the result of intellectual mingling, and I focus on collaborating with and mentoring project teams so we succeed together.

Throughout my career I have been successful in applying my theory and approach at scale; be it a startup, independent shop, and most recently, within a large agency model. Using these principals as guidance, I've delivered top quality work as part of a large team, within a lean design team setting, and finally directly one on one with the client. The benefit of my design approach is that it seamlessly applies to various work methodologies and frameworks; from waterfall to agile and scrum to kanban and everything in between. My universal belief in strategy and well organized planning fosters a culture of encouragement and inspires everyone involved to strive for the best possible outcomes. As part of my approach, it is also important that growth measurement, analytics tracking, and success metrics are carefully monitored so that the team as a whole is reassured in their efforts.

While my approach has been highly effective, I do not believe in pushing clients' unique needs through a cookie-cutter method. Through my past experience, I've recognized that "cookie-cutter" rarely addresses clients' unique needs, and this reasoning is why I would love to see what challenges I can solve as part of your creative team.

As someone who has taken countless projects from blue-sky concept to multi-platformed executions, I believe my tech-focused attitude, collaborative spirit, and creative strategy make me the ideal candidate to drive success within your company.

My attached resume provides a more thorough look at my journey, my abilities, and my passion.

I thank you for your time and eagerly look forward to discussing how my contribution to the team can benefit your company, clients, and collaborators.

Sincerely,

JEFFREY JAMES WAGNER

Jeffrey James Wagner

JEFFREY JAMES WAGNER



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SUMMARY

With a career in design spanning more than 23 years, I have been fortunate to engage in the evolution of design practice needs, from printed formats, web and responsive, to both front and back-end applications across all manner of device and platform. My fascination with emerging technology channels as both a user and designer has driven me to continuously educate myself on the newest approaches to visual communication and user experiences. The focal point of my growth has been applying my unique, learned experiences to a wide variety of industries, including entertainment, manufacturing, hospitality, health & wellness, and automotive clients. I have designed numerous customer-facing applications and collateral systems, as well as crafted unique experiences for many Fortune 500 clients, including **ConEdison**, **JetBlue**, **PGA TOUR**, **PwC**, **T-Mobile**, and **Pokémon** (just to name just a few). While the range of my work has been broad, my passion for design craft is laser-focused, which has allowed me to deliver insightful and effective designs for diverse clients, inspire and lead creative teams with practiced approaches, and strategically achieve success by not only meeting - but exceeding - expectations.



SKILLS AND TOOLS

USER JOURNEY | UX



PRESENTATION



USER TESTING



VISUAL DESIGN | UI



AI WORKFLOW



FIGMA



SKETCH



ADOBE SUITE



AFTER EFFECTS



SWIFT / JAVA



CORE COMPETENCIES



User Experience



Information Architecture



Product Strategy



Team Management



EDUCATION

COLLEGE OF SOUTHERN NEVADA

Design for Print, Design for Web

2003



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