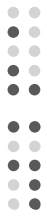




Jerry Velasco
Visual UX/UI Interaction Designer

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 jerryvelasco.com
 @JerryvelStudio



The future fascinates me in my career and life in general. Professional visual artist dreamer who sees the visions of what could be, and champions those visions for the greater good of applicable goals. Keen observer of other people's strengths. Huge belief that great teams are created by the sum of individual strengths so everyone can complete their role at the highest level. I am delighted when I discover the complexity of an elegantly simple concept that explains higher level structures of interest. Pattern scientist that employs perspectives to visualize patterns where others see complexity. I support and gain confidence from knowing we are not isolated from one another.

06 **OneBridge/Lilly***
UX/UI Designer / Consultant
July 2017 - Present (06 years)

Lilly
UX/UI, Digital Work
Regulated, Life Sciences
UX, Marketing, Visual Design

06 **JVS**
Visual Designer / UX / Strategist
July 2016 - Current (06 years)

CareSource
UX/UI Design, App process roles,
AB reviews, Business integration

14 **Fusion Alliance**
Sen Interactive Art Director
Feb 2002 - July 2016 (14 years)

SO Group
Visual Design, Marketing
Finance, Banking

04 **Wittman-Hart/marchFIRST**
Interactive Art Director
1998- 2002 (4 years)

Fusion Alliance (New Era Technology)
Digital, Manager, Marketing
Web, Technology, Campaigns

04 **Young & Laramore**
Production Designer
1994 - 1998 (4 years)

Sentricon, Dow Chemical
Digital Work, Marketing, Photo
Life Science, Global Applications

04 **Dean Johnson Design**
Graphic Designer
1990 - 1994 (4 years)

Interactive Intelligence
Creative, Branding, Logo,
Technology, Governance

The Bungalow
Social Marketing, Art Direction
Art, Commerce, Retail Application

United Healthcare
User Journey, Competitive Res, AD
Insurance, Regulatory Content

One America
User Journey, UX, Brainstorming, Agile
Savings, Application, Regulatory

Dreese Homes
Design, Brand, Web, AD
Home building, Image, Web Design

- Graphic Design
- Interaction Design
- Wire Framing
- User Journey Mapping
- Creative Direction
- Information Design
- Social Media Marketing
- Art Direction
- Story Telling
- Illustration
- Mobile Design
- Identity/logo Design
- Online Branding
- People Developer/Mgr
- Agile Web Methodologies
- Design Thinking
- Print Process Methodologies
- Photo & Image Strategy
- Responsive Web Design
- Content Strategy Experience
- Competitive Analysis
- WCAG Standards
- UX Composite Scoring

Education
Herron School of Art & Design
BA, Visual Communication

Certifications
CUA: Human Factors International

Other Resources
References available upon Request.
Secondary Sheets (Resume Details)

- Adobe Creative Cloud Apps
- Balsamiq
- Figma
- InVision
- Sketch
- Zeplin
- Google AdWords
- FaceBook Paid Campaigns
- Twitter Paid Campaigns
- Html/CSS
- Javascript
- GitHub

* Lilly specific resume is available upon Request