

JASON OGLE

SENIOR UI/VISUAL DESIGNER | ART DIRECTOR

WHERE I'VE WORKED AND WHAT I'VE DONE:

SENIOR UI/VISUAL DESIGNER @ REALTYTRAC, IRVINE, CA (12/10 – PRESENT)

Lead user interface and user experience designer responsible for all interactive products from discovery and concept to final look and feel. Information architecture and user flow advisor on our large-scale data analysis product. Branding and quality standards champion fighting for consistency and pixel-perfect presentation. Social media analyst tasked with strategy advisement to CEO and marketing team, which resulted in more Twitter followers and Facebook fans and higher levels of customer engagement and satisfaction. Refine creative based on usability testing. I fight for the user, while keeping in mind company objectives.

Accomplishments:

- Refreshed and modernized the brand identity while increasing conversion and other revenue-driving metrics
- New data analysis product doubled the revenue in the first month with very limited marketing
- New Free Trial design saw a 10-12% lift in conversions and 100+% in instant subscribers
- New My Account design achieved a 22% lift (\$12K/mo) in reactivations
- Refreshed email template and generated 16K in revenue on first mailing. It also achieved the highest number of conversions ever (11% as opposed to the usual 1%)
- Designed a rebate or money back guarantee offer that produced a 10% lift in conversions compared to the existing Free Trial experience

PRINCIPAL/CREATIVE DIRECTOR @ JASONOGLE.COM, ANAHEIM, CA (12/99 – PRESENT)

Consultant/digital artist for firms creating websites and other digital marketing communications for enterprise-level clientele. Additional services include design and production of identity and print collateral materials and website copywriting.

Accomplishments:

- Hired by the U.S. Navy to refresh and rebrand their intelligent and robust web application used by active servicemen/women for weapons assessment in warfare
- Grand winner of the MySpace design contest for the Jimmy Eat World “Chase This Light” album promotion, which the band incorporated for over a year
- Front-end development for artists such as Eminem, Maroon5, Yellowcard, Flyleaf and more

LEAD CREATIVE DEVELOPER @ MYSPACE, BEVERLY HILLS, CA (10/07 – 8/09)

Responsibilities: Lead creative designer and developer of international and domestic brand communities for large advertisers. Member of product idea think tank with founder Tom Anderson and other management executives. Lead beta-tester in the creation and functionality of standard development tools.

Accomplishments:

- Designed and developed the MySpace marketing community for the *Wolverine: Origins* film using a CMS system that geo-targeted and localized content for five different countries
- Designed and developed MySpace marketing community for the country of India (IndiHub), which resulted in an exponential increase of MySpace India's user base
- Developed marketing strategy for annual 20th Century Fox films slate, including the concept of MySpace Mail

INTERACTIVE DESIGNER @ ATOMIC CURVE, IRVINE, CA (7/05 – 3/07)

Responsibilities: Interactive and traditional design, photo retouching for IHOP menus, Flash animation, music composition, scripting for production of rich-media presentations. Also pre-press/production and IT troubleshooting.

Clients: IHOP, Irvine Company, First American Real Estate.

INTERACTIVE ART DIRECTOR @ O'LEARY & PARTNERS, NEWPORT BEACH, CA (12/99 – 3/01)

Responsibilities: Complete website design & implementation, strategic site assessment and competitive site analysis. Web development from creative and strategic planning stages through information architecture and digital design, including HTML/CSS programming. Also handled graphic design work for collateral materials.

Accomplishments:

- Sir Speedy website design & construction, resulting in significant online sales increase
- Clothestime digital makeover, converting clicks to bricks with Flash
- Autobytel.com banner ad campaign designed for brand-building and audience generation

WHERE I'VE STUDIED:

Learning Tree University – Graphic Design/Visual Communications Certification.

WHAT I'M LIKE:

An eternally optimistic problem solver and team player. Always learning and improving.