

Executive Summary

Creative and forward-looking senior UI/UX designer with an eye for detail and a passion for producing excellent results from conception through production. Respected, open communicative B2B & B2C professional. Regarded for positive business relationship building and drive to inspire others. Integrates marketing campaigns for effective and measurable results. Skills include: Clean & clear design; web design based on researched usability, proven organization of complex information through architected categorization, creative problem solving, best practices in design and implementation, elegant typographical solutions, corporate identity design and branding standards.

Senior UI/UX Designer [July 2012 - Present]

Follett Software - McHenry, IL

HTML 5 and CSS 3 design and support of multiple software solutions provided for the K-12 education market. **Key Achievements:** Follett Shelf (responsive designed web elibrary portal for ebooks available for checkout by students, teachers and education administrators). MyFollett, an online portal for Single Sign-on for customers with various Follett subscriptions. All projects developed within an Agile JBoss development environment.

Senior Freelance Designer [January 2012 - June 2012]

JA Design - Gilberts, IL

Design solutions in web and print for a variety of clients and business practices. Managed projects within financial budgets and time lines. **Variety of marketing services; including:** web design, animation design, concepting, brochures, emails, landing pages, banner ads, etc.

Clients include:

- | | | |
|---------------------------|----------------------|---------------------|
| ■ American Hotel Register | ■ Eric Donsky | ■ McGraw-Hill |
| ■ Chicago Cupboards LTD | ■ GE Capital | ■ Northern Trust |
| ■ Class on Demand | ■ Howard Sportswear | ■ Orbitz Worldwide |
| ■ Discover Card | ■ Inland Real Estate | ■ St. Mary Church |
| ■ Echogravity | ■ The Mailhouse | ■ Senior Smile Care |
-

Direct Marketing Strategist [April 2011 - December 2011]

Zoro Tools, Inc. - Mundelein, IL

Develop and support email campaigns, based on customer buying behaviors from ground up.

Key Achievements: secured revenues over \$270K within 8 months. Promoted social media activity bringing in over \$60K of revenue in same time period. Organically grew in-house email list by 3,000+ unique new contacts through web site. Worked with 3rd party vendors for print inserts, web initiatives & social media efforts. Experience with: Adobe CS, Netsuite, Google Analytics, CMS.



J. Archambeau

Senior UI/UX Designer

Online Portfolio

j-a-design.com
[linkedin.com/in/jarchambeau](https://www.linkedin.com/in/jarchambeau)

Contact

M: 847-899-5262
E: jay.archambeau@yahoo.com

At-a-Glance

- Innovative & experienced designer
- Solid in web, print, and video
- Expert in converting visions into actionable, creative concepts; connecting customers and partners
- Brand and identity builder
- Advocate of new ideas across multiple teams, projects, objectives and business strategies.
- Skilled organizer and developer
- Outstanding, strong leader
- Effective communicator
- Renown contagious passion for excellence in personal relations, talent and strive for solutions
- Dedication far beyond nominal expectations and results

Tech Skills

Adobe Creative Suite 6.X: [Acrobat, Dreamweaver, Photoshop, Illustrator, InDesign, Fireworks]; A/B Testing, Open CMS, BaseCamp, cloud computing, Quark XPress; NetSuite, Lyris, Jira, Google Analytics, AdWords, Bing, Microsoft Office; Mac & PC OS; HTML, CSS, JavaScript, JQuery; Facebook, Twitter, Blogger

Internet Design Manager [February 2005 - October 2010]

CCH, Inc - Riverwoods, IL

Led design for online marketing promotions. Supervised junior designers and content coordinators, maintained collaborative learning environment. Produced and updated company web style guide. Refined social media user experience for community and affiliate sites. Worked as cross-promotional team lead and ensured quality and consistency. Oversaw content updates and full site redesigns. Ensured Search Engine Optimization and Search Engine Marketing standards. Managed design process – leading a team in all aspects of project life; from relation building, business development, and scheduling / planning / design / production. Collaborated with in-house print design team on offline sister campaigns. Significant experience with: Adobe CS, Microsoft Windows XP, SharePoint, Microsoft CMS, Open CMS and BaseCamp.

Key Achievements:

- Designed user conference sites with revenues exceeding \$5 million through tenure
- Generated over \$1 million in revenue by leading multiple redesigns of training site
- Instituted best practice guidelines for site and email; produced \$2 million in sales
- Propelled web metrics by over 30% through CSS improvements and email design
- Provided high marketing value through researched customer usability; categorized vast amount of content into new market channels and personas; consulted with various personnel to clarify details of source materials; provided analysis of data
- Built reputation as problem solver and ‘go to’ resource for excellence in web design, leadership, marketing support, organization, and cost mitigation

Additional Experience

Senior Interactive Designer for Quill Corporation, Lincolnshire, IL [2001 - 2005]

Adjunct Art & Design Professor for Wheaton College, Wheaton, IL [2008]

Media Designer for MyPoints, Inc., Schaumburg, IL [1999 - 2001]

Graphic Designer for Rust-Oleum Corp., Vernon Hills, IL [1997]

Art Director & Web Master for PharmaNutrients, Inc., Lake Bluff, IL [1996]

Art Director for Caron International, DeKalb, IL [1995]

Awards & Affiliations

Telly Award (Tonalin video) - iMerchant Award (quill.com) - Small Business Saturday Cooperative (Zoro Tools) - Compassion Award (MyPoints) - Lean 6 Sigma - Pacesetter Award (CCH) - American Institute of Graphic Artists (AIGA) - American Center for Design (ACD) American Marketing Association (AMA) - Community Directors Board - Iowa State University Design Awards & Honors Program



J. Archambeau

Senior UI/UX Designer

Online Portfolio

j-a-design.com

[linkedin.com/in/jarchambeau](https://www.linkedin.com/in/jarchambeau)

Contact

M: 847-899-5262

E: jay.archambeau@yahoo.com

Expertise

- HTML 5 / CSS 3
- Creative Excellence in:
 - Web, Print, Photo and Animation
- Web Design Concepting
- SEO Best Practices
- Content Management [CMS]
- Site Organization / Architecture
- Site Optimization
- Web Site Analytics
- Corporate Design
- Interactive Media
- Concept Development
- Advertising
- Branding
- Typography
- Design Presentations
- Project Management
- Animation Design
- Icon Design / Development
- 4/C Pre-Press
- Social Media Marketing
- Email Marketing Design

Education

Iowa State University

BFA: Graphic Design

Minor: English

Continuing Education:

Harper College

College of DuPage