



# JON WESTGAARD

## PRODUCT DESIGNER

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

## WORK

### Xavient Digital / Product Owner, Senior UX/UI Designer

Jan 2018 - Present

Created user interface for a retail kiosk application. Developed wireframes, user and process flows. Created visual designs to effectively communicate product function and brand identity, including the design and production of screen layouts, color palettes, typography, user interface elements, and icons. Executed all visual design stages from concept to final hand-off to development team. Ensured methodologies were up-to-date with the latest UI trends, techniques, and technologies. Worked closely with client to present designs and sell solutions to various stakeholders. Translated UI design changes into user stories. Created instructional materials for both end-user and administration/maintenance (instructional "how to" videos for users, writing user manuals, instructional materials, technical procedures for internal audiences.)

### Advanced Transaction Solutions / Director of UX/UI

Mar 2011 - Present

UX/UI & Creative lead/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 / Senior UX/UI Designer

Jan 2009 - Aug 2012

Lead 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 / Senior UX/UI Designer

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 / Senior UX/UI & Visual Designer

Jun 2007 - Aug 2008

Lead all UX/UI projects in visual and technical aspects. Helped grow 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 / Creative Director

May 2006 - Aug 2008

Creative lead 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.

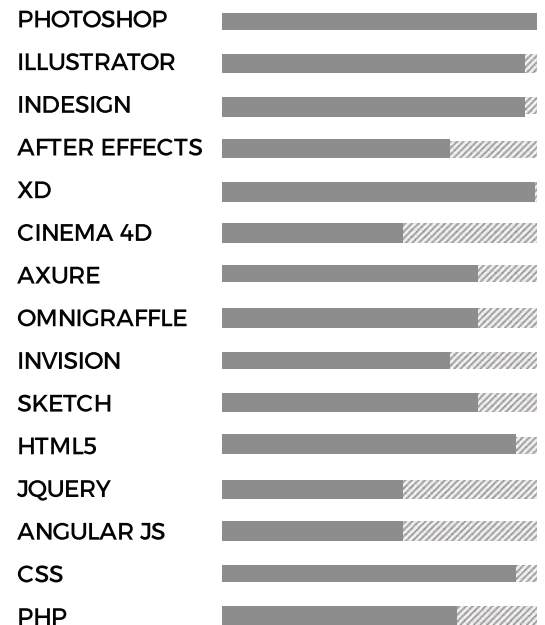
### Aint Rocket Science, Inc. Co-Founder & Creative Director

Jun 2000 - Mar 2006

Founded and managed 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



- Low to high fidelity design & prototyping
- Personas
- Wireframing
- User research
- Usability testing

## 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