

Personal Profile

I have been using computers for almost 27 years and I have gained an excellent knowledge in all areas of design, computers, and the internet.

My abilities range from a solid understanding in print media to an ever-growing knowledge of the complexities of the web, it's technologies, and interactive design.

I have worked on projects for companies such as Hewlett-Packard, Charter Cable, Motorola, Microsoft, and a variety of others. The teams I have worked with range in size from two to thirty people and for studios, agencies and companies large and small.

Within the last ten years I have held permanent positions in the Seattle area for places such as Inner Agency (formerly BigFishStudios), Digeo, Inc., CVS.com, and the U.S. EPA. When venturing out on my own, I have held contract positions with companies and organizations around the Seattle area such as MyFamily.com, Drugstore.com, Hadley Green, NWSource.com, Cingular Wireless, and a variety of others.

I see one of my major strengths being my adaptability. I am able to jump easily from being a designer, to a coder, to software and hardware technician, to decision maker. This adaptability can also be seen in my design work where I am able to handle any task I'm given, be it web, multimedia, illustration, branding, or print.

Thanks for taking the time to look over my resume. If you haven't already done so, please visit my portfolio at: www.jimsharon.com

I look forward to hearing from you soon.

Jim Sharon
jim@jimsharon.com

Career History

Present Day: Currently, I'm under contract with MyFamily.com as a Senior U.I. Designer. When time allows, I freelance out of my home studio providing a variety of creative needs to agencies, corporations and small businesses. If creativity and design are involved, I love to be an integral part of the solution.

September 2006 - present **MyFamily.com**

Senior U.I. Designer

As a Sr. UI Designer with MyFamily.com, I work with various project teams to develop user-centered designs and web applications for a social-networking site. Responsibilities include human factors performance-related design and heuristic evaluations for new products that are being developed for the MyFamily.com 2.0 beta site. I am tasked to help improve the usability, usefulness, and desirability of the MyFamily.com site – in collaboration with UX and IA Designers, Project Managers, the Creative Director, System Engineers, and Production Engineers.

February 2006 - September 2006 **InnerAgency**

Senior U.I. Designer

At InnerAgency, I was a Senior U.I. Designer—providing strategy and design solutions for a variety of business groups at Microsoft. Our team at IA worked primarily on projects for the MSN, Windows Live (Beta), and Windows Vista groups. These tasks range anywhere from full site design, to redlining, to Flash integration, to icon design and beyond.

September 2005 - February 2006 **Seattle Times/NWsource**

Marketing & Promotions Designer

During this time, I designed and built micro-sites for NWsource.com contests and promotions, as well as all online and print advertising – i.e. banner ads, newspaper ads, HTML emails—for each specific promotion.

May 2003 - September 2005 **Seattle Choral Company**

Art Director

I spent several years prior to 2003 designing several annual publications and marketing materials for this distinguished, non-profit Seattle-area choral group. In 2003, the current Art Director stepped down from his role, and I was asked to take on the position. This basically meant that I would design, produce, and manage all marketing materials including: season brochure, website advertisements, posters, html emails, concert programs, and direct mail pieces.

February 2005 - September 2005 **Drugstore.com/Beauty.com/VisionDirect.com**

Web Designer

As a vendor with Drugstore.com/Beauty.com, I helped facilitate a variety of needs a company this size has to maintain—including: Drive media banners that reside on AOL and MSN. Brand-specific stores (such as Revlon, Clarisonic, DuWop, philosophy, etc.) that reside on Drugstore.com and Beauty.com that bring a higher profile to specific client products. Also designed a multitude of html emails, and direct marketing materials (print). Was also tasked to redefine the style-guide with new assets and U.I. specifications for the re-branding and re-skinning of Drugstore.com.

October 2004 - January 2005 **AT&T.com/Cingular.com**

Web Designer

While at ATT Wireless/Cingular Wireless I was tasked with working with the B2B team to develop target market advertising; I also was given the responsibility of redesigning the homepage during the holiday Season (Thanksgiving, Christmas, New Year); and also worked with a team of designers to redesign the current buyflow of the Cingular Wireless website.

August 2001 - October 2004 **Digeo, Inc.**

Sr. Web & Interactive Television Designer

Primary responsibilities: Conceptualize, design, and create interfaces for interactive TV platforms– including Charter Cable, Comcast, and Adelphia. I was tasked with researching content areas; analyzing structure, and developing organizational concepts to create comprehensive information architecture.

I also had the opportunity to work and collaborate with the marketing department designing successful ad campaigns/micro-sites for companies such as Chevrolet, Nintendo, Procter & Gamble, Sprint, Ford Motor Company, Betty Crocker, and many more.



February 2000 - June 2001 **CVS.com**

Sr. Web Designer

While at CVS.com, I created compelling, highly usable web interfaces in both task and information oriented site sections from conceptual stage through completion, including creating graphic interface elements and prototypes. Designed new site sections and sales promotions within established look and feel. I worked to improve user experience in existing site sections based on usability tests, competitive analysis, performance metrics and customer feedback. Managed numerous projects/promotions from concept stage through completion. I was also assigned to help redesign the entire "transaction path", which was a weak section of the CVS.com e-commerce site. We found that the customer experienced confusion at some aspects of completing their transactions and often would exit the site before completing their purchase. Through usability studies, we were able to redesign the section with fewer and quicker page loads. With the aid of software analysis, we were able to determine that our redesign was a success, as fewer customers were dropping off the site during the transaction process.

November 1997 - February 2000 **United States Environmental Protection Agency**

Print & Multimedia Designer

Primary responsibilities were designing for various projects including: annual reports, newsletters, brochures, books, visual aids/posters for public meetings, environmental graphics for trade shows, job fairs and seminars. Also involved in designing interfaces for CDROM and Web projects.

December 1996 - March 1997 **Schultz Group Communications**

Graphic Designer

Primarily designed corporate promotional and marketing materials.

March 1996 - November 1997 **United States Corps of Engineers**

Lead Designer

Projects included: designing various items such as brochures, newsletters, display advertising, annual reports, slide presentations, public meeting visual aids, monthly publications, conceptual illustrations, photo and map scanning/Photoshop manipulation, and environmental graphics for job fairs and government seminars.

August 1995 - March 1996 **Floathe-Johnson/EvansGroup**

Graphic Designer

Primary responsibility was designing corporate promotional and marketing materials, for Hewlett-Packard Series 5 laser printers.

December 1994 - August 1995 **Denton's Printing**

Graphic Designer

Responsible for designing various items: brochures, newsletters, business cards, promotional and marketing materials, annual reports and more.

February 1994 - September 1994 **What's Up...?**

Founder/Publisher/Graphic Designer

Co-Founded and designed bi-weekly Arts and Entertainment newspaper. I came up with the concept, design and business model of what would become a popular weekly newspaper in the greater Walla Walla area (including the Tri-Cities). Responsible for design and layout, editorial writing, securing advertisers, and just about every aspect of newspaper production.

April 1992 - September 1994 **The Buyline**

Graphic Designer

My first official gig as a designer! Designed display advertising for weekly shopper. Was also involved in pre-press layout, operation of large format press camera and development of newspaper negatives.

Education: Walla Walla College

Art/Communications