

# John Begley

Graphic Design/UX/Front-End Web Development

---

## SUMMARY

An experienced graphic designer with web development skills who has focused on growing in UX design in the past two years. Contributions have lead to better experiences for users, effective visual communication, and higher conversion rates for clients.

## PROFESSIONAL EXPERIENCE

### Keypath Education 2013 – 2016

Senior Designer (2 years), PPC Designer Developer (.75 years)

- Created pixel-perfect designs and user experience strategy for university PPC and SEO sites
- Optimized website layouts for high conversion rates across all devices
- Improved client understanding by walking them through design and UX concepts
- Positive cross-functional team collaboration with writers, developers, and creative directors
- Created static and HTML 5 banner ads to specifications for a variety of vendors
- Designed graphics for a wide range of social media
- Front-end development for effective PPC sites
- Contributed to marketing campaign concepts

### Bronco Design 2003 – present

Freelance Designer and Developer

- Create Wordpress websites for clients with a unique design built from scratch or by customizing an existing template to better promote their business
- Design eye-catching print advertisements
- Consistent, quality client interaction

Continued >

## SKILLS

- User Experience Design
- Responsive Design and Development
- Information Design
- Campaign Concepting
- Social Graphics
- Front-end Web Development
- Wireframing
- Sitemapping

## SOFTWARE AND LANGUAGES

### Proficient:



### Working Knowledge:



## **The Creative Group** 2010 – 2011

Design Temp

- **Securian:** Production artist
- **Northern Tool:** HTML email designer and developer

## **Dyton Incorporated** 2004 – 2008

Graphic Designer

- Concepted and designed identity packages for small businesses for both print and digital media
- Designed user interfaces for CD-ROMs, DVD menus, and online software
- Designed print campaigns across a variety of media

## **Gallagher-Bluedorn Performing Arts Center**

2003 – 2004

Graphic Design Intern

- Designed on-campus print advertisements for upcoming events
- Developed a new identity and brochure for the Professional and Scientific employees of the University of Northern Iowa

## EDUCATION

### **Certificate of Web and Interactive Media**

Minneapolis Community and Technical College

### **Bachelor's of Art: Graphic Design Emphasis**

University of Northern Iowa

## AWARDS

### **Bronze AMBIT**

Graceland University PPC  
Redesign

### **Bronze AMBIT**

Pinnacle Career Institute PPC  
Redesign

### **Gold MAC ADDY**

Stationary Package Design

### **Silver MAC ADDY**

Business to Business Website

## CONTACT

---



6565 W. Foxridge Dr., Apt. 235  
Mission, KS 66202



712-574-2516



[jbegley@brncodesign.net](mailto:jbegley@brncodesign.net)



[brncodesign.net](http://brncodesign.net)



[linkedin.com/in/john-begley-6a78a07](https://www.linkedin.com/in/john-begley-6a78a07)