

# John Begley

Graphic Design/UX/Front-End Web Development

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## SUMMARY

Designer with over fifteen years of experience with an emphasis on UI/UX design with front-end web development skills. Uses data to make informed layout and design decisions resulting in optimized experiences that not only improve usability but grows businesses.

## PROFESSIONAL EXPERIENCE

**Lure Creative** 2016 – 2020  
Senior UI/UX Designer

- Utilized heat mapping software and analytics to make recommendations that improved usability and site conversions for retainer clients
- Scoped website projects ranging from full site redesigns to miscellaneous updates
- Created company website design processes, standards, templates and write-ups for hand-off to the development team
- Managed a junior designer
- Walked clients through design and UX concepts to improve their understanding and receive feedback
- Designed websites for a wide range of industries, each tailored to their unique personas and buyer journeys
- Wordpress based site updates and maintenance

**Bronco Design** 2003 – present  
Contract UI/UX Designer and Developer

- Nurtures positive client relationships
- Create Wordpress websites for clients with unique themes built from scratch or by customizing an existing template to better promote their business using HTML 5, CSS3, jQuery, JavaScript, PHP, and utilizing Wordpress plugins
- Design eye-catching print advertisements for a wide variety of sizes and placements
- Book typesetting with InDesign
- Billboard design

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## CONTACT

✉ [broncodesign@gmail.com](mailto:broncodesign@gmail.com)

☎ 712-574-2516

🌐 [broncodesign.net](http://broncodesign.net)

🌐 [/in/john-begley-design](https://www.linkedin.com/in/john-begley-design)

## SKILLS

- User experience strategy
- User interface design
- Responsive web design
- Marketing campaign concepting across multiple channels
- Information design
- Front-end web development
- Print design

## **Keypath Education/Plattform** 2013 – 2016

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

- Created optimized responsive layouts for the best conversion rates across all devices using user experience strategy for university websites
- Contributed to campaign concepts including cross-functional team collaboration with writers, developers, and creative directors
- Designed social media and paid ad graphics (including animated HTML 5 ads) spec'd to current graphic requirements
- Front-end web development for PPC websites

## **The Creative Group** 2010 – 2011

Design Temp

- **Securian:** Production artist
  - Quick turn around on short deadline projects
  - Prepress setup with InDesign
- **Northern Tool:** HTML email designer and developer
  - Designs created in Photoshop
  - Built out HTML in Dreamweaver

## **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, DVDs, and online software
- Designed print campaigns across a variety of media
- Prepress setup with InDesign
- Created web animations with Adobe Flash

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

2003 – 2004

Graphic Design Intern

- Designed on-campus print advertisements for upcoming events
- Identity development and brochure design

## **EDUCATION**

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

Minneapolis Community and Technical College

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

University of Northern Iowa

## **TECHNOLOGIES**

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Wordpress
- Google Drive and Office Suite
- LuckyOrange
- HubSpot
- ActiveCampaign
- Dreamweaver
- HTML
- CSS
- Javascript
- PHP
- jQuery
- Adobe Animate
- Microsoft Office
- Zoho
- Asana

## **AWARDS**

### **Bronze AMBIT**

Design Connections website redesign

### **Bronze AMBIT**

Graceland University PPC website redesign

### **Bronze AMBIT**

Pinnacle Career Institute PPC website redesign

### **Gold MAC ADDY**

Stationary Package Design

### **Silver MAC ADDY**

Business to Business Website