



# Jonathan DeAscentis

jonddesign.com

jonathandenascentis@gmail.com

310.291.3208

I am a passionate designer with a healthy curiosity for front-end development. I have developed a strong set of design, development, and leadership skills and I am eager to put those skills to use working with, and learning from, an inspiring team of creatives.

## Education

B.S. Web Design  
M.F.A. Creative Writing  
M.A. Education  
B.A. English

## Skills

### Design

Product Design  
UI Design  
UX Design

### Applications

Sketch/Figma  
Adobe Suite  
InVision  
MS Office Ste

### Development

HTML/CSS  
jQuery  
Bootstrap  
WordPress

### Soft Skills

Critical Thinking  
Problem Solving  
Communication  
Leadership

### Interests

Design  
Development  
Writing  
Literature  
The Arts  
Sports

## Experience

### LEAD PRODUCT DESIGNER | ACUMEN

2020 - CURRENT

Collaborate with the Product Design team to improve the Product Design department. Implement design processes and help build the design culture for the product team.

Lead end-to-end design process from strategy to delivery of prototype, as well as continued feature refinement. Collaborate with internal teams and users to understand the design challenge, user needs, and business objectives. Deliver a variety of design artifacts, including personas, wireframes, hi-fidelity mockups, and working prototypes to inform the Product Development process. Work closely with product managers and software engineers to ensure design vision is met.

### UI/UX DESIGNER | IDEAL LIVING

2019 - 2020

Provided creative guidance on the overall look, feel and functionality of web applications for 15+ brands.

Designed user-centered, functional, and easy-to-use web interfaces that optimized conversions across all e-commerce web applications, including digital marketing and direct-to-consumer websites, landing pages, blogs, microsites, and email marketing campaigns. Utilized UX principles to determine effective design solutions. Conducted usability tests and analyzed user behavior information to improve overall user experience.

Provided front-end development and CMS integration support to ensure smooth transition to new platform.

### LEAD DESIGNER/DEVELOPER | THINKLOGIC

2017 - 2018

Designed and developed a variety of web applications, including websites, landing pages, dashboards, mobile apps. Responsible for entire UX and UI design processes, including site assessment, initial ideation, wireframes, and mockups.

Responsible for completing front-end development utilizing HTML, CSS, jQuery, and various frameworks and libraries to prepare for CMS implementation. Developed Wordpress sites, including site configuration and customization, theme and plugin sourcing, installation, and customization.

Served as Project Manager for design and front-end phases for large scale projects.

### INSTRUCTOR/ADMINISTRATOR | THE ART INSTITUTE

2000 - 2015

Taught a variety of General Education courses in both on-ground and online modalities. Provided student-centered learning that encouraged student engagement and responsibility. Developed and implemented learner-centered lesson plans and syllabi for English Composition, Creative Writing, Journalism, and Remedial English courses.