

Jonathan Ziegler

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SUMMARY:

Experienced resource design professional capable of creating user interface and customer experience for acquiring new business and expanding current business. Balancing user needs, usability standards, and business goals to optimize customer satisfaction and company revenue.

EDUCATION:

Pennsylvania College of Art & Design

Lancaster, PA

BFA - Graphic Design (Web Media)

EMPLOYMENT:

TE Connectivity (Formally Tyco Electronics) / Harrisburg PA

Oct 10 - Present

Senior User Interface Design / Customer Experience Design

- Major input with the look and feel, Interaction Design, and IA within the UX team.
- User research and customer interviews
- Setting standards across 193 global sites into a consistent information architecture and influential web design and usability standards.
- Designing self-service tools to help engineers find what they need faster and better.
- Establish ecommerce and self-service standards for a better UI experience.
- Supporting eMarketing programs and process to ensure conversion on sites through the user interface.
- Establishing video standards using brightcove video platform
- Producing and translating the TE brand within the online space
- Wireframing, Wireframe Prototyping, Rapid Prototyping (Fireworks/Axure) HTML mockups, usability requirements, flow charts, use cases, and functional requirements.
- Web creative direction and design services as needed for internal and external customers, and vendors.
- Developing sites with HTML, JavaScript, CSS, Ajax, ActionScript.
- Pitching concepts, and concepts to cross-functional teams for validation and buy-in.
- Conceptual Designs for usability requirements.

Select Medical / Harrisburg PA

May 12 - Present

Customer Experience Designer / Web Designer

- Set standards across 4 major web sites, Select Medical mobile site, and internal applications
- Produce wireframes for client buy in
- HTML/CSS for front end designs
- Developing wireframes, flow charts, use case, and functional requirements.
- Web creative direction and design services as needed for internal and external customers, and vendors.
- Pitching concepts, and concepts to cross-functional teams for validation and buy-in.

AES/PHEAA / Harrisburg PA

March 10 – Oct 10

Customer Experience Designer

- Generate designs based on best practices from usability, visual design, and interface design for AES, PHEAA, and FedLoan Servicing
- Creating web pages, web redesign, email campaigns, banner ads, online marketing campaigns, mini sites, promotional materials, and other items that make up the company's brand and identity.
- User research, customer interviews to influence the UI
- Web marketing, email campaigns, web advertising, and other online marketing design and art direction.
- Developing wireframes, HTML mockups, usability requirements, flow charts, use case, and functional requirements.
- Web creative direction and design services as needed for internal and external customers, and vendors.
- Developing sites with HTML, JavaScript, CSS, Ajax, ActionScript, and PHP.
- Pitching concepts, and concepts to cross-functional teams for validation and buy-in.

Armstrong World Industries / Lancaster PA

January 05 – March 10

eMarketing Designer / Interaction Designer

- Generate designs based on best practices from usability, visual design, and interface design for Armstrong.com
- Creating web pages, web redesign, email campaigns, banner ads, online marketing campaigns, mini sites, promotional materials, and other items that make up the company's brand and identity.
- Providing conceptual design, wireframes and HTML mockups, site maps, usability cases, and best practices to the internal team.
- Making recommendations for applications of online technologies, with best practices and user experience.
- Providing feedback on content and copy to help get a hold of the Armstrong brand.
- Web creative direction and design services as needed for internal and external customers, and vendors.
- Developing sites with HTML, JavaScript, CSS, Ajax, ActionScript,.
- Pitching concepts, wireframes, and visual designs to the internal team and external teams for buy-in and approval.
- Responsible for Armstrong.com's look and feel, managing style guide for consistency of the brand, working with third parties to be consistent with the Armstrong brand.
- Guiding the team through the design process from concept to roll out, with art direction, and design feed back for the best customer experience.
- Developing process improvement guidelines to help set standards for copy, and creative briefs.

StudioZig / York, PA

January 02 - present

Consultant / UX Designer - Owner

- Working directly with clients to gain the best design solution.
- Online Marketing solutions (Facebook, Google Ads)
- Writing requirements, and statements of works for clients.
- Supply superior interactive design experience for clients.
- Designing and creating wireframes for a rich user experience.
- Specializing in UI design for more effective looks for the user.
- Specializing in user experience
- Using SEO/SEM for my clients leverage to gaining business and leads.
- Provide professional web site design, authoring, and publishing services on the web targeted to the specific needs of my clients.
- Specialize in advanced graphics services and optimization for Web presentation as well as expert cross-platform, cross-browser compatibility, usability, and design.
- Producing effective management processes for meeting deadlines.

PORTFOLIO: www.studio-zig.com

AREAS FOCUSED:

HTML, CSS, JavaScript, Photoshop, Dreamweaver, Flash, Axure, Rapid Prototyping, Design, WireFrames (Dynamic Solutions Framework),

PROGRAMS:

Software (MAC/PC Based): Photoshop, Axure, Illustrator, Indesign Dreamweaver, Fireworks, Flash, Quark, Lotus Notes, Microsoft Office.

AWARDS:

Quick Hits, Superior execution in design, and developing [2009]
Best Home Building Web Site from webawards.org (2008)
Bronze Award for Residential Ceilings Web Design (2007)
Photography Award - Invisions Art Show [2006]

PROFESSIONAL REFERENCES

Nancy Carl

Armstrong World Industries / Lancaster PA
eMarketing Manager, Customer Experience

Years Known: 7 Years

Contact: necarl@armstrong.com

Luke Bunting

The Bunting Group / Lancaster, PA
Owner, The Bunting Group

Years Known: 5 Years

Contact: (717) 629-0240

Mike Saad

World Link Marketing / Cary, NC
Owner, World Link Marketing

Years Known: 7 Years

Contact: (717) 875-3375