



Jason Ottinger

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visualcraftsman.com

@jottin

### Education

Georgia State University  
Jan 2002 - May 2005  
BFA in Graphic Design  
-Graduated Magna Cum Laude  
-2005 AIGA, Silver Seed Award  
Recipient in Packaging

Atlanta College of Art  
Aug 2001 - Dec 2001

Gulf Coast Community College  
Panama City, FL  
Aug 1997 - May 1999  
AA

### Technical Experience

- Illustrator
- Photoshop
- Indesign
- Acrobat
- Font Management
- MS Office
- MS Clarity
- Blazor Framework
- HTML/CSS
- Bootstrap
- Email Development
- Google Products
- Wordpress

### Objective

To help build and maintain digital products in a user-focused ecosystem.

### Summary

- ✓ Worked with many organizations and agencies both large and small.
- ✓ Collaborated on projects in a team-motivated, professional atmosphere.
- ✓ Specialized in creating visual solutions for print, web, and digital media.
- ✓ Proficient at web-based technologies, development processes, and user experience.
- ✓ Passionate about design and dedicated to creativity.

### Work Experience

#### Web/Graphic Designer – UI/UX Contractor

Florida Department of Health, Tallahassee, FL  
• DEC 2021 - PRESENT

Lead in the website redesign and implementation for public health reporting. Design, build, and test email newsletter communications on a monthly basis. Work with developers on improving user-driven behaviors and actions. Provide analytics and reporting audits to better understand user pain. Create logos and document-specific graphics for distribution across division.

#### Web/Graphic Designer – Contractor

Visual Craftsman, LLC  
• APR 2013 - PRESENT

Focus on identity development, web interactivity, and vector illustration. Maintain visual guidelines for companies and provide creative direction. Deliver logotypes, website graphics, icons, newsletters, style guides, and print media.

Past contracts include:

- Ernst & Young – UI/UX Application Design
- Alternative Apparel – Ecommerce/Email Design
- HealthJobs.com – UI Website Design
- Kalilco.com – WordPress Website Design
- Premier Events ATL – Promotional Illustration

#### Senior Designer

CoffeeCup Software, Atlanta, GA  
• FEB 2010 - FEB 2013

Lead creative on marketing projects for special software releases and promotions. Provide website landing pages and create user interfaces for it's web-based applications. Elevate company branding and apply style guidelines to organizational practices. Work with a team of developers on styling prototypes according to the latest web standards.

#### Senior Designer

Brand Asset Digital, Pensacola, FL  
• MAY 2006 - OCT 2009

Produce and manage all company branding and marketing collateral. Lead team of developers on website and application design. Code interface layouts using the most current web standards. Meet with clients and share project management roles.

#### Junior Designer

The Jones Group, Atlanta, GA  
• SEP 2005 - MAY 2006

Create a wide array of graphics for both print and web-based projects. Meet deadlines in a high-energy, team-oriented work environment. Understand job workflow, file organization, and attend press checks. Design logos and assist in brochure and annual report layouts.

Discipline (yrs.) | 4 | 8 | 12 | 16 | 20+

GRAPHIC DESIGN \_\_\_\_\_

WEB INTERACTIVE \_\_\_\_\_

MacOS/  
Windows

20+