

Jef Blocker

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ABOUT

Former project manager turned UX/UI designer seeks to utilize his strengths focusing on client needs, research, and problem solving to create solutions that surpass user expectations

EDUCATION

Certificate of Completion in UX Design, Springboard, 2016

Certificate of Completion in Front-End Engineering with JavaScript and MVC Frameworks, The Iron Yard, 2015

Associate of Arts in Multimedia and Web Design, The Art Institute of Atlanta, 2001

Bachelor of Arts in Communications, The University of Texas at Arlington, 1991

SKILLS

User Experience	Project Management	Sketch
Information Architecture	Wireframe Production	HTML 5
Interactive Design	Prototyping	CSS3
Usability Testing	Results/Feedback Analysis	JavaScript
User Research	Client Relations	Angular JS
Content Strategy	Axure RP Pro	Adobe Creative Suite
Persona Creation	InVision	Microsoft Office
Interaction Design	Optimal Workshop	Google Docs

UX DESIGN EXPERIENCE

Springboard – San Francisco, California September 2016 - November 2016

UX Design Workshop Student

I learned user centered design and design thinking, user research, lean UX, content strategy, designing for mobile, sketching, wireframing and prototyping; visual design; and research evaluation by completing real-life projects while working with an expert mentor who is working in the industry

Projects

BookRapport - [Research](#) | [Digital Prototype](#)

Researched, designed, created, and tested digital prototype for social app for book clubs

FRONT-END DEVELOPMENT and UI DESIGN EXPERIENCE

The Iron Yard – Atlanta, Georgia September 2015 – December 2015

Front End Engineering with JavaScript and MVC Frameworks Coding Boot Camp Student
Over the course of 12 weeks, learned the ins-and-outs of front end engineering using HTML, CSS, JavaScript and basic server-side tech to create beautiful, fully functional websites and web applications

Projects

Movie Sidekick - [Repo](#) | [Demo](#)

Created a social media app that allows users to search movies and post reviews using the Open Movie Database (OMDb) API; contributed to the conceptual planning, naming, design, and coding using AngularJS

Etsy Whisky Search - [Repo](#) | [Demo](#)

Built an Etsy template from scratch with HTML and CSS, which allows users to search for whisky-related products and import JSON data into the template to display text and images

Pixel Perfect - [Repo](#) | [Demo](#)

Demonstrated ability to create pixel-perfect mockup of an existing website with only HTML and CSS

PROFESSIONAL EXPERIENCE

Easter Seals North Georgia, Inc. – Atlanta, Georgia May 2010 – September 2015

Human Resources / IT Specialist

Coordinated IT services, oversaw site relocations, and recruited staff for 13 locations, as well as researched, redesigned, and tested new hiring/onboarding processes still in use

Bound To Be Read Books – Atlanta, Georgia September 2005 – May 2015

Store Manager

Trained staff on how to engage with customers to identify their taste in reading, offer recommendations, and give outstanding customer that resulted in a consistent 5-star rating on Yelp; designed and maintained website; wrote content for e-newsletter; scheduled and promoted events

Atlanta Intown Mortgage – Atlanta, Georgia March 2005 – May 2010

Lending Specialist

Provided hands-on service at every step of residential lending process including origination, processing, and closing for a satisfying, worry-free customer experience

VOLUNTEER WORK

Web Designer, Grant Park Conservancy (GPC) – Atlanta, Georgia 2000 – 2004

Designed and maintained website

Technology Chair and Secretary, Grant Park Neighborhood Association (GPNA) – Atlanta, Georgia 2000 – 2005

Maintained website, composed and sent weekly e-newsletter, and documented meeting minutes

Web Designer, Grant Park Candlelight Tour of Homes – Atlanta, Georgia 2016

Redesigned WordPress website with co-chairs to offer a clean, easy to scan, responsive app

www.candlelightourofhomes.com

Graphic Designer & Trip Leader, Wilderness Network of Georgia (WNG) – Atlanta, Georgia
2016-Present

Offered concepts for redesign of logo, led hiking trips, and assisted in path cleanup