

## objectives/GOALS

To continue to grow and learn as a Designer, Art Director and Web Developer; and to create work I am truly proud of.

## design/SKILLS

Web including accessible and responsive mobile sites, HTML, CSS, AJAX, jQuery, ASP.net, and SVG and CSS animation; digital illustration and animation/video including vector and 3D; print including collateral, package, logo, direct mail, magazine, newspaper and point of sale.

## work/EXPERIENCE

### ••• February 2020 – Present

*Senior Designer Team Member Experience (UX) – People Technology; QVC, West Chester, PA*

RESPONSIBILITIES: Create digital end user experiences (UX) with a focus on accessibility and mobile (responsive) design; for external communications (corporate sites); internal communications (email, intranet); and HR systems including video interviewing, careers site, employee self-service portal, and a total rewards (benefits) platform. Develop and implement custom code features with HTML and CSS for existing platforms including WordPress (SmashFly/Symphony Talent), Unily, ServiceNow and SumTotal; and provide design/style specifications to configure new platforms. Evaluate and translate stakeholder requirements into functional, and clickable design prototypes. Deliver a unified and consistent team member and user experience; beginning with the recruitment of candidates, through the interview and on-boarding process, and the entire HR life-cycle of learning, development, and retention. Ensure that all communications and People (HR) system touch-points are useable, useful, and impactful; while delivering a consistent message, familiar look and feel, and enable a best-in-class candidate and team member experience.

### ••• December 2017 – February 2020

*Web UI Developer – Global Communications; QVC; West Chester, PA*

RESPONSIBILITIES: Ideate, design and develop responsive/mobile first, front end user experiences for internal and external global communications including; corporate websites for Qurate Retail Group, QVC, and HSN on the WordPress platform, custom intranet dashboards, social media sharing pages and press release/news events for corporate and newsroom websites; create iterative and clickable wireframes/prototypes for internal stakeholder review and approval processes using HTML/CSS and Moqups web app; code final pages/sites based on approved mockups, while adhering to established UI/UX standards and branding guidelines; work with content managers to ensure HTML/CSS coding best practices are maintained across multiple platforms including mobile and tablet; and assess accessibility issues and implement fixes that adhere to the WCAG 2.0 AA standard.

### ••• September 2002 – December 2017

*Art Director; Kenney Marketing & Advertising; King of Prussia, PA*

RESPONSIBILITIES: Website design, development of site architecture and navigation, search engine optimization and management of hosting, domain and e-mail for websites. Led small teams of 2-4 designers, direct and approve concepts and final production files, delegate responsibilities and new projects to team members, and direct photo shoots. Coordination of client projects including; scope of work documents, project estimates, and final deliverables.

### ••• August 1998 – September 2002

*Graphic Designer; Kenney Marketing & Advertising; Philadelphia, PA*

RESPONSIBILITIES: Design and layout concepts, and complete the production of print and electronic pieces; direct interaction with clients and printers; management of projects, project requirements and deadlines.

## development/TOOLS

Extensive use of Mac and PC systems; set up and maintenance of Microsoft IIS web servers. Well versed in Adobe Creative Cloud versions of InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, XD and After Effects; Microsoft Word, Excel and PowerPoint; Moqups, Jira, WordPress, Unily, ServiceNow and SumTotal platforms.

**education/DEGREE** • Kutztown University, May 1998 • B.F.A. Communication Design, with a concentration in advertising.

## previous/EXPERIENCE

### •••Summer 1999

*Volunteer Design; ALS Hope Foundation; Philadelphia, PA*

RESPONSIBILITIES: Design work for a local non-profit organization including logo and web design, site development and maintenance, as well as general web master responsibilities.

### •••Summer 1998

*Freelance Design; The Ad Club of Central PA; Lancaster, PA*

RESPONSIBILITIES:

Design and digital illustration for postcards announcing club meetings.

### •••August 1997 – October 1997

*Design Intern; Anderson Advertising; Sinking Spring, PA*

## recommendations/QUOTES

*Daniel Giangiulio – Graphic Production Artist*

During my time at Kenney Marketing & Advertising I had the opportunity to work under and alongside their art director Jonathan Stauffer.

What was immediately apparent was Jonathan's ability to balance strong leadership as well as friendship with his team. I feel this was his most important trait and it solidified us as a group. Throughout our day he would seamlessly switch between laser-focused direction/job execution and approachable guide to whom you could go to with any question or issue. When working with Jon you were treated as an equal. Everything was discussed, workload was fairly distributed, and we attacked projects together. This along with his friendly personality made coming into work each day a pleasure, no matter what daunting task or busy weeks were ahead of us.

Jonathan also has a masterful grasp on the tools of the trade. Whether it is web, digital, or print, he is able to use the necessary programs to make finished products that can surpass the clients' original visions. His work is both functionally effective in its purpose and aesthetically pleasing to look at, which can often be a difficult mix to achieve. Under his direction, he gave the constructive criticism and motivation our team needed to reach the same standard. When workload allows, you can even find him honing his skills or learning new ones that will take his work even further.

Overall, I cannot stress enough the importance of Jonathan's role in any team. With someone so skilled, detail oriented, and easy to work with, the rest of the job just comes naturally. He sets the bar for what we should all look for in a leader and colleague, and I would gladly be on any team that he was at the helm of.

*Amy Mescia – Designer / Owner at Oscar & Izzy Tiles*

I worked under Jon as a graphic designer at Kenney Marketing & Advertising. Jon is not only detailed and technical in what he does, but extremely patient and gave great guidance to me as a young designer. His knowledge of design and programs is extensive and he was a fantastic art director. Jonathan also is very loyal and always does the job at 100%. Overall a great guy and fantastic team leader.