



JON OLIN / ART DIRECTOR

CONTACT

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ABOUT ME

Hey there, I'm Jon. Designer by trade, tinkerer at heart. I really like solving problems. As a kid, I loved to draw. My sketch pads were filled with Ninja Turtles, Voltron and Rambo caught up all sorts of precarious situations. Around 2nd grade, I found my next great interest, the computer. I spent hours teaching myself how it worked, how to take it apart and how to put it back together (how I did all this without google or youtube, I have no clue). When these two interests came together, I knew it was something I was born to do.

WORK EXPERIENCE

Verimatrix, San Diego, CA
2019—Present
Senior Interactive Designer

A "creative-department-of-one" within a small scrappy Marketing team. In my first nine months, I completed a rebranding effort to support a corporate merger with another international cyber security brand. Oversaw the design of a new website launch, new tradeshow booth designs, rebranded all printed collateral and corporate communications items.

Walmart.com, San Bruno, CA
2016—2018
Art Director

Managed a team of five designers that supported key categories for the company, from electronics to toys. Reviewed and provided feedback on website, email marketing and social media assets to refine work before presenting to creative leadership and business partners. Led several omni-channel programs, including 2-Day Free Shipping, the store pickup program and campaigns that boosted Walmart app downloads. Redesigned shipping box artwork for Walmart.com. Partnered with marketing team to clarify design briefs for efficiency.

Walmart.com, San Bruno, CA
2013—2016
Senior Web Designer

Led the seasonal campaign look and feel for the toy department, including website, email, social and external affiliate ads. Spearheaded development of a tool that automated the product imagery selection process, saving the overall creative team hundreds of hours per month.

ProvideCommerce, San Diego, CA
2008—2013
Web Designer

Designed 5-10 emails per week for different customer test segments. Redesigned email to have a more handcrafted look, while still retaining production efficiency. Resulting in a CTR and conversion lift. Trained contractors in email and display banner production, reviewed work and provided feedback.

RedEnvelope, San Francisco, CA
2007—2008
Web Designer

Designed off-site display and affiliate banner ads. Color corrected, retouched and optimized product and lifestyle imagery for use on the website. Worked with Sr. Designer to create email and website assets.

EDUCATION

Academy of Art University, Class of '07
San Francisco, CA
BFA in Computer Arts/New Media

SKILLS

- Sketching/wire-framing
- Typography
- Concepting
- Layout
- Presenting
- Reviewing work
- A/B testing strategy

SOFTWARE/LANGUAGES

- Photoshop ●●●●●
- Illustrator ●●●●●
- InDesign ●●●○○
- After Effects ●●●○○
- Sketch ●●○○○
- HTML/CSS ●●○○○
- MS Office ●●●○○