

JEFFREY O'BRIEN

UI/UX DESIGNER | DIGITAL STRATEGIST

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PROFILE

Creative and results-driven UI/UX Designer with extensive experience in **user experience (UX), user interface (UI) design, front-end development, and digital strategy.**

SKILLS

Proven ability to design **engaging, user-centered digital experiences** that drive business growth and customer satisfaction. Adept at **responsive design, wireframing, prototyping, and usability testing** to create seamless web and e-commerce experiences.

Familiar with:
SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Figma
- Sketch

LANGUAGES

- HTML
- CSS
- ASP
- JavaScript

FRAMEWORKS

- UIKit
- Bootstrap

EDUCATION

Massachusetts College of Art
(Industrial Design & Illustration)

Blue Hills Technical Institute
A.A.S Advertising Art & Design

WORK EXPERIENCE

KateMadison.com

2004-Present | Portland, ME

Director, Design + Digital Strategy

- Led UI/UX design and front-end development for an e-commerce business, growing revenue to over \$1M annually.
- Designed and developed brand guidelines, site-wide design standards, and digital style guides to ensure consistency.
- Created user-friendly site layouts, wireframes, prototypes, and interactive elements to improve engagement.
- Managed UX research and usability testing, ensuring site enhancements met customer needs.
- Developed HTML, CSS, JavaScript, and ASP solutions for site features and enhancements.
- Implemented SEO best practices, leading to top-ranking product pages on Google.
- Collaborated with sales, marketing, and content teams to enhance site functionality and user experience.
- Featured in "This Old House", "Food & Wine", "Better Homes & Gardens", TLC's "Moving Up", and other publications.

BrandArts

1999 — 2004 | Boston, MA

Creative Director

- Led digital design and development for high-profile clients, including: Associated Press, Voter.com, TCS Daily, and Heritage Group.
- Designed custom UI/UX solutions, including site architecture, wireframes, and interactive features.
- Developed responsive, cross-platform designs, enhancing user engagement and site performance.
- Managed client relationships, ensuring designs aligned with brand identity and business goals.
- Coded and implemented HTML, CSS, JavaScript, and ASP for site features and optimizations.

AltaVista Entertainment, GT Interactive

1998 — 1999 | Newton, MA

Digital Art Director

- Led UI/UX strategy for AltaVista Entertainment Web & TV portal, serving over 300,000 daily visitors.
- Conceptualized and designed user-friendly interfaces, ensuring seamless navigation and engagement.
- Collaborated with developers to implement design systems and content management templates.
- Designed graphics, templates, and UI components, ensuring consistency across digital platforms.

Reed Business Information (Cahners Publishing)

1996 — 1998 | Newton, MA

Digital Art Director

- Pioneered UI/UX design for Manufacturing Marketplace (Manufacturing.net), Cahners' first web portal.
- Developed digital experiences for 13 industry-leading magazines, bridging print and digital platforms.
- Led design system development, usability research, and digital brand identity guidelines.
- Managed production schedules and teams, ensuring timely project delivery.