

## John Wesley James

### Contact

215.840.8610  
john.james@devona.com  
johnjames.devona.com

48-15 11th Street #5F  
Long Island City, NY  
11101

### Skills

Branding 10 yrs  
Strategy 10 yrs  
Product Design 10 yrs  
Visual/Graphic Design 25 yrs  
UX & UI Design 20 yrs  
Campaign Development 20 yrs  
Frontend Development 10 yrs  
Backend Development 10 yrs  
Product Development 10 yrs

### Technologies

Git 10 yrs  
Docker 10 yrs  
AWS 10 yrs  
LAMP Stack 15 yrs  
Javascript 20 yrs  
Node.js 05 yrs  
HTML 20 yrs  
CSS 20 yrs

### Software

Adobe Photoshop 25 yrs  
Adobe Illustrator 25 yrs  
Adobe InDesign 10 yrs  
Adobe XD 05 yrs  
Figma 02 yrs  
InVision 02 yrs  
Postman 05 yrs

### Acknowledgements

#### **Design Week**

Best projects from April

#### **CSS Design Awards**

Special Kudos, Innovation  
UI Design and UX Design

#### **Ad Week**

Client Interview

#### **How Magazine**

Best Consumer Websites

#### **MCAD Course Catalog**

Motion Graphics

### Full-time Experience

#### **LevelAll** | Director of Visual Design/Technology

Nov 2021 — July 2022

Reported to CEO and managed teams of 10–15.

I strategized, designed, developed and oversaw implementation of various products including a platform that let users build thousands of branded assets without learning guidelines, specifications, production requirements, naming conventions or the location of source files.

#### **Devona** | Creative Director

Nov 2012 — Present

Founded a UX agency, managed teams of 2–20, and acquired clients including Esmail Corp., Glenstone Museum, Stoli, One Kings Lane, Baked, and Asphalt Green.

I strategized, designed, developed, and oversaw implementation of various products including a custom ad serving platform that delivers more than 1m impressions per day, an online tool that allows users to create and distribute interactive investor pitches, and a global ARG. Additionally, I led UX evaluations for mobile and desktop sites and applications.

#### **WeChi** | Creative Director

Feb 2011 — July 2012

Reported to CEO, managed teams of 10–15, and interacted with investors.

I strategized and designed various products including a response-based social network that helped users monitor and improve the emotional impact of their relationships.

#### **BBDO** | Art Director

Aug 2009 — Feb 2011

Reported to Creative Director, managed vendors, and interacted with clients.

I developed creative concepts and oversaw design, development, shoots, and post-production of digital, social, print, TV, and radio campaigns for FedEx, Snickers, and others.

#### **Deep Focus** | Senior Art Director

Oct 2007 — Aug 2009

Reported to Creative Director, managed teams of 1–5, and interacted with clients.

I developed concepts, created digital campaigns, designed sites, and increased engagement for Nike, HBO, the Ad Council, Twentieth Century Fox, ESPN, Dewars and others.

#### **R/GA** | Designer

Feb 2003 — Nov 2006

Reported to Creative Director, managed vendors, and interacted with clients.

I designed, documented, and oversaw user testing of EPGs, mobile interfaces, websites, and other digital products for Nike, T-Mobile, Verizon Wireless, Levis, Target, and others.

### Freelance Clients

**JWT, Pentagram, Hill Holiday, AOL, Panasonic, the Marines, HSBC, Tiffany's, The Public Theater, Symphony Space and Sotheby's.**

### Education

#### **Minneapolis College of Art and Design**

1999 | Completed BFA in Graphic Design

#### **The Cooper Union for the Advancement of Science and Art**

1998 | Studied Graphic Design