Peter Jones

26 2nd Avenue, New York, NY 10003
peter@tinyvibrations.com
917-657-5444

UX Designer / Front-End Developer

www.linkedin.com/in/phjones
www.tinyvibrations.com

Education

University of Arkansas at Little Rock, 2002 | Professional & Technical Writing, BA

Experience

SIMPLYENGAGE   Feb 2012 - Present   UX Designer / Front-End Developer

- Led comprehensive user experience design for a small international team of developers (New York and China offices) including planning, research, strategy, scope, rapid prototyping and execution.
- Engaged with product managers to create detailed user stories, wire-frames, specifications for business requirements for multiple use cases and personas.
- Produced responsive front-end development projects, ensured usability and accessibility, logical architecture, intuitive workflows, consistent company branding, clear data visualization and solid QA testing.
- Excelled at identifying obstacles, improving communication and streamlining the development process.
- Implemented full re-design of the company website at www.simplyengage.com.
- Customized multiple responsive website templates to brand specifications for Drupal-based application.
- Strategized migration of the platform from previous CMS to a custom application.
- Introduced frameworks; recommended UI libraries, modules, and plugins.

PUTUMAYO WORLD MUSIC   June 2004 - Dec 2011   Web Manager

- Front-End design/development, e-commerce, analytics, SEO, strategic marketing.
- Hand-coded standards-compliant semantic markup and implemented JavaScript, jQuery, CSS3 and Flash for production websites, product features, e-cards, advertising, HTML email and various promotional content.
- Managed transition of production website from old CMS to Drupal platform and shop; upgraded legacy code to adhere to modern web standards, oversaw integration of shop into digital music API and payment center.
- Synchronized workflow between New York and European offices, improving productivity and raising awareness of usability and compliance for web and email.
- Supervised part-time employees and outsourced development.

THE NICHOLSON AGENCY   March 2002 - Feb 2004   Copywriter

- Wrote and developed original advertising creative for print media, direct mail, radio and TV commercials, and digital marketing campaigns.
- Presented client-facing work to stakeholders for creative concepts.
- Managed website content and ensured brand consistency for the agency.

Skill Set

HTML · HTML5
CSS · LESS · XML
JavaScript · jQuery
Axure 7 · Protoshare
Illustrator · Photoshop
GIT · Agile · Scrum · Jira
Sublime Text · DevTools
Grunt · Bower · Yeoman
Wordpress · Drupal
Google Analytics
Microsoft Office
PHP · MySQL
Bootstrap 3

Freelance

Kaz An Nou Restaurant
www.kazannou.com

Rebecca Haas Jewelry
www.rebeccahaas.com

Chad Kraus Photography
www.chadkraus.com

References Available Upon Request

www.twitter.com/tinyvibrations