

Jason Galep

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education

Bachelor of Science in Design Communication

Digital Media Concentration
University of Minnesota 1995-1999 / Minneapolis, MN

Master of Science in Information Technology

General Concentration
Capella University 2003-2005 / Minneapolis, MN

employment

Creative Director - Wize 5.06/present

Set creative direction of the Wize.com redesign including the design, navigation, information architecture, Search Engine Optimization (SEO), and front-end development. Continue to refine the sites design based on usability feedback and continued improvement plans. Work with the technology, marketing, and user experience groups to create a great user experience and solve any issues.

Web Design Supervisor - Capella Education Company 3.01/5.06

Served as Supervisor for all online branding and marketing including but not limited to web sites, landing pages, co-branded pages, emails, and promotions. Lead the redesign for Capella's visitor center web site (Capella.com) including the design, navigation, information architecture, usability, Search Engine Optimization (SEO), ADA compliance, and development. Designed the logo, navigation, and all html development for iGuide, Capella's learning portal.

In my role as the Web Design Supervisor I conducted critiques, interviews and hired designers, mentored other designers, consulted with stakeholders in other departments, delegate projects, and acted as a project manager. I led Capella's Design team as the Sr. Web Designer for three years; I was promoted to Supervisor to provide management for the team when it doubled in size in 2003.

Inhouse Freelance Web Designer - Target.Direct 8.00/3.01

Created brand-right web and Flash designs for the Target.Direct family of web sites. Worked on web site design, front-end development, and email promotions for Target.com, Fields.com, Mervyns.com, and Signals.com.

Lead Web Designer - atomicLiving.com 6.99/8.00

Designed and developed a new brand for atomicLiving.com. Prototyped, coded, and maintained navigation and design of atomicLiving.com product and content web sites. Designed print pieces for Spin, Rolling Stone, Raygun, Cosmo, Jane, The Onion, and other print collateral items. Photo-directed print and web pieces including direction of both model and product shots. Other tasks included working on the back-end database schema of the web site and creating templates used to export e-commerce engine to various third party sites.

Freelance Designer- 8.99/Present

Clients include - Target.Direct, University of Minnesota, Jyand Homes, Smith Brothers Realty, Kluger Media Group, Carlnelian Software, Intertech Software, NorthStar, 3V Capital, & Tangible Space

community

Member of American Institute of Graphic Arts (AIGA)
Member of Computer and Human interaction (CHI)
Member of Minnesota Interactive Marketing Association (MIMA)

University of Minnesota Design College Alumni Board Member
Matched Mentors and Students - 2004 2005 2006 / Design Mentor at the University of Minnesota
Portfolio reviewer at Minneapolis AIGA Portfolio One on One

1999 - Standard of Excellence award from www.webaward.org for thehut.com
2002 - Innovative Technology award from www.brandonhall.com for 2-Minute Advisor

References available upon request.