JasonGalep

Experience

Creative Director, Best Buy
May 2007 - Present

Directed UI design for BestBuy.com and other BBY digital entities. Built and managed a team of 14+ designers and copywriters. Measurably improved online brand presence, increased site conversion, and streamlined user experiences by leveraging user feedback, A/B testing, traffic data and usability studies. Responsible for introducing and designing multiple features through A/B testing generating over $300MM in incremental revenue. Developed and led standards for site grid structure, navigation, UI elements, design patterns and error handling.

Key thought leader and collaborator with Information Architecture, Development, Business, Usability, and Branding teams. Design and user experience lead for complex multi-million dollar initiatives. Seasoned in presenting projects to sponsors and executive leadership teams. Started as the User Interface Manager and increased responsibility each year.

Creative Director, Wize
May 2006 - May 2007

Set creative direction for Wize.com including the design, navigation, information architecture, search engine optimization (SEO) and front-end development. Collaborated with the technology and marketing groups to continually refine site usability and drive increased traffic. Directly contributed to new product development, resulting in $6MM in venture capital.

Web Design Supervisor, Capella Education Company
March 2001 - May 2006

Provided design leadership for all online branding and marketing for Capella's six web sites, marketing landing pages, emails and other promotions. Led the design, navigation, information architecture, usability, SEO, Americans with Disabilities Act (ADA) compliance, and front-end development. Conducted critiques, interviewed, hired and mentored designers. Consulted with stakeholders in other departments, delegated projects and served as project manager.

Inhouse Freelance Web Designer, Target.Direct
August 2000 - March 2001

Created complete site designs for Target.Direct famiy of web sites: Fields.com, Mervyns.com and Signals.com. Designed site concepts, emails and developed front-end code for Target.com.

Lead Web Designer, AtomicLiving.com
June 1999 - August 2000

Designed new brand identity and web site for AtomicLiving.com. Prototyped, coded, and maintained navigation and design of AtomicLiving.com web sites. Designed print advertisements for Spin, Rolling Stone, Raygun, Cosmo, Jane, The Onion and other print collateral. Photo-directed print and web pieces including direction of both model and product shots.

Education

Bachelor of Science in Design Communication (Concentration in Interactive Design)
University of Minnesota 1995 - 1999

Master of Science in Information Technology
Capella University 2003 - 2005

Community

Design Mentor for the University of Minnesota 2003 - Present

University of Minnesota Design College Alumni Board Member 2004 - 2007

Reviewer at MN AIGA Portfolio One on One 2003, 2004, 2008 and 2010

Memberships

American Institute of Graphic Arts (AIGA)

Computer and Human Interaction (CHI)

Minnesota Interactive Marketing Association (MIMA)

Contact

(612) 702-1195
jgalep@comcast.net
jasongalep.com

5048 17th Ave S
Minneapolis, MN 55417

References available upon request.