

This Designer is in love with color

CONTACT

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jsalvador.com

Oakland, CA

SKILLS

- Design Strategy
 - UX/UI Design
 - Visual Design
 - Responsive Design
 - Mobile Design
 - App Design
 - Typography
 - User Research
 - Analytics
 - Sketch
 - Adobe Creative Suite
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EDUCATION

- Brown University, **B.A. Semiotics**
 - CA College of the Arts, Graphic Design
 - SF City College, Photography
 - RI School of Design, Sculpture
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INTERESTS

Hiking
Music
Photography
Sculpture

Principal Designer

Jack Salvador Design
2018–Present

- Design Strategy, Branding, UX/UI Design, Visual Design.
- Lead Designer Carol H. Williams Agency website redesign.
- Principal Designer web, mobile, product and App projects.

Lead UX/UI Designer

LegalMatch
2015–2018

- Design Strategy, Branding, UX/UI Design, Visual Design, Design Lead for web, mobile, products, features, and apps.
- Redesign web site, improving conversion rates 62%.
- Designed Lead member-client Calendar Product, improving client engagement rates 240%.
- Redesign mobile landing pages and intake funnel, improving click-through rates 33% and conversion rates 23%.
- Designed attorney App v1 to launch with successful adoption by attorney members.
- Redesigned attorney and client Dashboards, integrating chat, messaging, video, and document management products.

Principal Designer

Moonshot Holdings
2015–2017

- Design Strategy, UX/UI Design, Visual Design, Design Lead.
- Designed ecommerce web marketplace and products.
- Designed buyer, seller, and admin Dashboards.

Senior UX/UI Designer

Third & Grove Agency
2013–2015

- Design Strategy, Branding, UX/UI Design, Visual Design. Design Lead web, products, and apps.
- UX/UI Design, Visual Design, Agile fast-track *iLobby* start-up.
- Design Lead Enterprise US Government multi-agency Dashboard, materially improving on-boarding success rate.
- Designer responsive, mobile UX/UI solutions for *MINT* web site redesign, and *Williams-Sonoma* professional portal.

Lead UX/UI Designer

SquareTrade
2000–2013

- Design Strategy, UX/UI Design, Visual Design. Principal Designer during \$20-\$400 million Annual Gross Sales growth period.
- Design Lead for Brand integration of *Amazon* partnership, initiating new partnership growth 300% over three years.
- Redesign public facing web site – V1 & V2, improving the new customer sign-up rates 10-20%.
- Design Lead rapid iteration of web intake funnel, with data integration, resulting in sign-up rates improvement over 15%.
- Design Lead and Actionscript coder for Flash intake widget, deployed to *Amazon* and subsequent all retail partners.