

QUALIFICATION OVERVIEW

- Fifteen years of experience in Web Design, Front-End Development, U/X Design, Photography, Print, and Digital Marketing
- Long term experience in corporate environments such as Amway Global, Meijer eCommerce, Roman Catholic Archdiocese of Detroit, International Catholic Stewardship Council, and Offices within the City of Detroit
- Multiple roles experience in team management and efficiency specialization
- Extensive experience in multi-channel digital marketing and media production
- 2007 Catholic Press Award - Best Chart or Information Graphic – *The Michigan Catholic*

EXPERIENCE

AMWAY

Digital Marketing Specialist (Contract)

Ada, MI
03/12 – Present

- Build and maintain a global web communication site to improve efficiency in delivering content and assets to global affiliates for the process of project deployment and language translation
- Draft web templates to prototype trending functionality in parallax and cross-device responsive web development.
- Build annotated wireframes, design compositions, and develop U/X prototypes using Axure RP and HTML5/JavaScript
- Project manage workflow between content and development processes of global web experiences
- Write and maintain web style guides and corporate governance documents
- Provide design and development analysis for new and re-staged digital marketing initiatives to correspond with corporate strategies and best practices
- Develop HTML5 prototypes to present functionality of new web assets to brand committees
- Assign asset ID's to web content and design elements for page-building procedures through Endeca and Sharepoint
- Build page layouts in correspondence to sitemaps and wireframes using Endeca and Sharepoint
- Moderate Q/A user interface testing sessions to track development bugs and initiate change requests
- Host telecommunication conference sessions and webinars presenting digital marketing initiatives to global affiliates in Japan, Korea, Malaysia and North America
- Present visitor behavior and performance metrics to digital marketing leadership using Omniture and Google Analytics
- Collaborate on variable key performance indicators for mobile and web initiatives
- Participate in brainstorming seminars designed to enhance global marketing and usability strategies

MEIJER, ECOMMERCE

Web Designer / Developer

Grand Rapids, MI
05/11 – 03/12

- Daily eCommerce digital marketing design and developmental maintenance of more than eight departmental site sections including more than fifty category pages and numerous brand landing pages

TECHNICAL EXPERIENCE

ADOBE CS6

- InDesign
- Photoshop
- Illustrator
- Fireworks
- Dreamweaver
- Acrobat Pro X
- Premier
- Audition
- After Effects
- Omniture
- Site Catalyst
- LightRoom
- Flash
- Mobile Touch Suite

LANGUAGES

- HTML 5
- CSS 3
- XML
- XHTML
- RSS
- JQuery
- JavaScript
- SQL

MISC. SOFTWARE

- Axure RP 6
- Aptana Studio
- BoxShot 3D

PLATFORMS

- PC & MAC
- IE v6-v9
- Firefox
- Chrome
- Safari
- Opera
- WordPress
- Content Management Systems
- Mobile Web
- FTP

JASON G. PELC

616-419-8187 – 13371 Clausen Rd. Trufant., MI 49347
design@jaypelc.com – www.jaypelc.com

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- Build web experiences around current U/X trends driven by Omniture metrics using Axure prototypes
- Collaborate on Q/A testing panels for U/X enhanced development
- Build design compositions fulfilling U/I requirements for brand focused landing pages using Illustrator and Photoshop
- Stage and capture product imagery using digital photography and post-production editing in Photoshop and LightRoom
- Ensure site development functionality on all target browsers and devices according to W3C standards
- Develop content workflow system using JavaScript enhanced PDFs in LiveCycle
- Create intuitive design standards and guides for eCommerce web channel marketing

DIOCESAN PUBLICATIONS

Graphic Designer / Production Specialist

Byron Center, MI

01/10 – 05/11

- Design seasonal and liturgical cover designs for weekly publications
- Build in-house marketing designs to draw in new clientele
- Remote support and training for clients on multiple layout software platforms
- Travel to clientele establishments to perform onsite photography
- Build conceptual layouts and compositions enhancing the brands of multiple clientele publications in Illustrator and InDesign

ROMAN CATHOLIC ARCHDIOCESE OF DETROIT

Graphic Designer / Webmaster / Art Director

Detroit, MI

10/05 – 11/09

- Responsible for all digital media published to organization website and print marketing
- Lead designer and U/I analyst for transitioning current organization website to new CMS platform
- Production artist for all major events; responsible for designing brochures, booklets, posters, flyers, press packets, and other variable marketing materials using Illustrator, Photoshop and InDesign
- Instruct workshops and seminars on digital media and print production techniques to publishing staff members of multiple liturgical and educational archdiocesan institutions
- Develop workflow systems for completing design requests using project management software and strategic policy development
- Manage interns on digital web design and development projects
- Manage and track all associated media usage and digital archive to the office of the Archbishop and Cardinal of Detroit as well as Archdiocese of Detroit Administration Offices.

AIP INC

Web Administrator / Production Designer

Troy, MI

06/99 – 02/02

- Responsible for daily design, maintenance and content updates of company website
- Build U/X prototypes for multiple page applications and online tools for customer education purposes
- Build catalogs, pricing manuals and marketing materials focusing on new clientele
- Develop quoting programs in C# platforms for auto-conversion of competitor part numbers
- Spot check engineering documents for accuracy and consistency prior to product manufacturing
- Maintain and organize Quality Control System for ISO & QS9000

SKILLSET EXPERIENCE

TECHNICAL

- Website Design / Development
- Digital Marketing
- Print Design & Publishing
- Brand Identity & Growth
- Photography
- User Interface Design
- User Experience Analytic Testing
- Global Market Deployment
- Digital & Verbal Communication
- Research & Analytics
- User Behavioral Studies
- Mobile Interface Design
- Global Asset Templating
- Web Navigation Interface

SOCIAL

- Social Networking
- Client & Vendor Relationship Development
- Public Press & Media
- Interoffice Communication
- Written & Verbal Communication
- Seminar Hosting & Speaking

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FREELANCE EXPERIENCE

INTERNATIONAL CATHOLIC STEWARDSHIP COUNCIL

Web Administrator / Developer

Washington, D.C.

10/07 – 12/10

- Rebuild and maintain organizational website, writing script and U/I framework to current web standards using ColdFusion, HTML5, CSS3 and JavaScript with FTP and CMS deployment

JAY PELC + ASSOCIATES

CEO / Independent Contractor

Detroit / Grand Rapids, MI

10/98 – Present

- Coordinate and manage groups of contract Designers, Photographers, Printers, Developers, Videographers, Content Specialists, Public Relation Officers and Event Coordinators while maintaining clientele relationships and brand development
- Perform as project lead in each aspect of service covering, U/I, Web Development, Design, Photography, Marketing, and Print
- Experience with clientele involving the City of Detroit/Sargent Police Offices, Restaurateurs, Charitable / Non-Profit Organizations, Artistic Talent and Political Public Image Management, Inner City Arts Festivals, Automotive, and a variety of local independent businesses

EDUCATION

WAYNE STATE UNIVERSITY

Pursuant in Digital Media & Advertising

Detroit, MI

01/02 – Present

- Pursuing Bachelor's Degree in Digital Media and Advertising with emphasis in public relations and multi-media production. Anticipating target degree completion in 2015

MACOMB COMMUNITY COLLEGE

Transfer of Media Communication Arts

Macomb / Warren, MI

06/99 – 01/02

- Completed required Media Communications credits towards four-year conjunction program with Wayne State University
- Assisted in academic teaching in multiple design and technology courses including advertising design and computer information systems

INDUSTRY EXPERIENCE

CORPORATE

- Global Digital Marketing
- Corporate eCommerce
- Mass Print Publications
- International Non-Profit
- Public Municipal City Office
- Automotive Supply Chain

CATEGORIZED

- Nutrition
- Home Electronics
- Food & Beverage
- Fashion & Jewelry
- Musical & Visual Artisans
- Public Festival Promotion
- Local Charity & Non-Profit
- Tool & Die Manufacturing
- Political
- Liturgical Religion
- Education
- General Home Merchandise
- Toys & Electronic Entertainment
- Wedding & Event