

# JASON MCGUINESS

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## SENIOR ART DIRECTOR & VISUAL WEB DESIGNER

*Crafting Engaging Digital Experiences Through Innovative Design & Cutting-Edge Web Development*

**Dynamic Art Director and Senior Visual Designer** with over a decade of experience in leading corporate rebranding and website development initiatives, notably for high-profile clients in diverse sectors. Proven expertise in WordPress development, UI/UX design, and digital strategy consulting, consistently enhancing user engagement and operational efficiency. Skilled in Figma, Adobe Photoshop, and Illustrator, with a strong record of transforming complex project requirements into innovative and functional design solutions. Collaborative team leader adept at boosting SEO scores and integrating advanced web technologies to drive substantial increases in website traffic and market presence.

### CORE COMPETENCIES

WordPress Development  
UI/UX Design  
Corporate Rebranding  
High-Fidelity Mockups  
Cross-Functional Collaboration  
SEO Optimization

Responsive Web Design  
Information Architecture  
API Integration  
Adobe Creative Suite  
Digital Strategy Consulting  
Brand Identity Development

CSS3/HTML & JavaScript  
Magento Platform Development  
E-commerce Site Design  
Inventory Synchronization Strategies  
Project Management  
Stakeholder Engagement

### PROFESSIONAL EXPERIENCE

#### **Sr WordPress Developer – Park Circle Life | Touchstone Communities LLC**

*Vista, CA (June 2020 – Present)*

- Engineered a responsive WordPress site from PSD designs, with a custom admin backend for streamlined content management and API integration, contributing to the complete sell-out of the development.
- Led a team in the development of a multi-faceted WordPress environment, aligning with modern web and UI/UX design standards.
- Developed the integration of real estate listing software (MLS) into the WordPress platform, resulting in streamlined property showcasing.
- Implemented advanced security measures and SEO optimization in the WordPress framework to ensure robust site integrity and an improvement in search engine rankings.
- Collaborated with cross-functional teams to translate complex project requirements into high-performing WordPress solutions, maximizing operational efficiency.

#### **Art Director / Sr Visual Designer – Digital Strategy Consultant | Stanadyne LLC**

*San Diego, CA (May 2017 – October 2023)*

- Spearheaded the Dealer Portal web app's transformation, overseeing a comprehensive overhaul of information architecture and user interface design, leading to enhanced user engagement and streamlined operational processes.
- Masterfully utilized Figma for wireframing and Adobe Photoshop and Illustrator for high-fidelity mockups, significantly elevating the visual and functional aspects of complex digital systems.
- Fostered effective collaboration with cross-functional teams, translating intricate project requirements into actionable and innovative design solutions, driving project success and stakeholder satisfaction.
- Designed and executed API calls from ADP for career landing pages, showcasing versatility in digital strategy and custom development work, resulting in measurable improvements in user experience and system functionality.
- Collaborated with the marketing department to boost SEO scores, achieving a substantial increase in website traffic and successfully meeting key marketing objectives.

### **Sr Visual Web Design / Development | Carbon by Design**

*Vista, CA (January 2023 – June 2023)*

- Orchestrated a comprehensive corporate rebranding and website redevelopment for CarbonByDesign.com, a DoD-contracted firm, achieving a modernized brand identity and significant website traffic and lead generation increases.
- Partnered closely with the company founder to direct the project from concept to completion, leveraging expertise in Figma for wireframing, Adobe Photoshop for page designs, and WordPress for development.
- Led the creative and technical aspects of the website overhaul, resulting in a more engaging and user-friendly online presence, aligning with the latest UI/UX and web design trends.

### **Art Director / Sr Visual Designer – Corporate Rebranding | Hofbräuhaus of America – Beer Import**

*San Diego, CA (August 2020 – August 2021)*

- Directed a pivotal rebranding initiative for Hofbrau Beer's USA import business, revitalizing the brand identity with a modernized logo and comprehensive guidelines that seamlessly blend tradition with contemporary design.
- Led the web design and development strategy, utilizing Figma for crafting a robust information architecture and Adobe Photoshop for creating high-fidelity mockups, culminating in a fully responsive and visually compelling website.
- Innovated the online presence of a historic brewery by integrating a distribution network API, enhancing consumer accessibility to products, and significantly boosting brand visibility and market reach.

### **Art Director / Sr Visual Designer – Corporate Rebranding | Ricardo UK Limited**

*San Diego, CA (March 2020 - October 2020)*

- Instrumental in leading the corporate rebranding and visual design initiatives for Ricardo Limited UK's USA branch, ensuring seamless alignment with global brand guidelines and enhancing the company's market presence in the US.
- Key player in the conceptualization and execution of the USA branch's new website design and layout, showcasing a blend of innovative design principles and user-centric layouts to enhance the online brand experience.

### **Art Director / Sr Visual Designer – Corporate Rebranding | Hofbräu Berlin**

*San Diego, CA (March 2020 – August 2020)*

- Spearheaded the design and development of a product launch mini-site, <https://hbssessionlager.com>, playing a critical role in introducing the new beer to the market and establishing its digital footprint.
- Pivotal in utilizing the branding ideas and wireframe concepts from the mini-site to shape a comprehensive corporate rebranding strategy for Hofbrau Import USA, significantly influencing the brand's evolution.
- Achieved a harmonious blend of web design and branding, leading to a highly successful product launch and a transformative shift in Hofbrau's corporate identity, reflecting modern aesthetics and consumer appeal.

### **Web / Visual Design/Development | JM Creative Co**

*San Diego, CA (May 2009 – March 2017)*

- Successfully led freelance visual, web, and print design projects, encompassing wireframing, mockups, branding, and logo design, delivering comprehensive solutions from concept to final web presence.
- Specialized in WordPress setup and customization, adept in CSS3/HTML & JS, ensuring optimal website functionality and user experience across various projects.
- Collaborated with diverse clients, including real estate firms (resident360.com), marketing agencies (g4designhouse.com), and PR firms (vmapr.com), contributing to numerous high-impact projects.
- Developed an innovative browser-based "Photoshop" tool for facebook.com/PeoplesChoiceApparel, integrating seamlessly with the Magento platform and showcasing advanced web development and design skills.
- Designed and developed an e-commerce site on the Magento platform, creating a robust system to synchronize inventory across online marketplaces like Amazon, eBay, and Etsy, enhancing operational efficiency and market reach.

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## **EDUCATION & PROFESSIONAL DEVELOPMENT**

**AA, Graphic Design | Los Angeles City College (2006 – 2009)**

**License & Certification: Google Online Marketing Fundamentals | Google Digital Garage (June 2018)**