

JASON SPIELMAN

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EDUCATION

University of California, Los Angeles | Sep 2013 - June 2017 (Anticipated)
School of Arts and Architecture, Los Angeles, CA
Design | Media Arts Major, Entrepreneurship Minor

Freestyle Academy | Sep 2011 - June 2013

Attended a special academy with an interdisciplinary curriculum in technology design, digital photography, and creative writing. Specialized in web design and audio engineering.

EXPERIENCE

Guess | November 2015 - Present

New Media Exploration - Film, UX

- Created videos and social media content promoting re-branding of G by Guess. Promotional content to be displayed in all G by Guess stores across the country and on their website.

College Weekly | November 2014 - Present

Co-Founder, UI / UX Designer, Growth Hacker

- Launched an innovative, multi-medium platform and marketing services company that focuses on creating experiences for the college-level student to the largest socially driven online community.
- I create viral videos and designs ranging from elegant motion graphics to minimalistic, graphically inspired pitch decks.
- Grew social media impressions: YouTube to 11,000,000 video views and 19,200,000 average monthly impressions across the web.

PingTank, Inc | July 2014 - December 2015

Creative + Marketing Strategist, UI / UX

- Coordinated user experience research and usability studies to evaluate animations and UX. Collaborated with engineering team to define the user model, user interface and user experience.
- Created promotional videos for successful social media campaign resulting in millions of impressions across the web.
- Developed marketing strategies and strategic partnerships for launch of app utilizing social media and PR.

LA Hacks | March 2014 - April 2015

Chief Of Design

- Mixed media designer for website, promotional videos, jumbotron graphics, LED banners, and print media for largest Hackathon in history.

Capshare Media | June 2013 - June 2014

UI Design Consultant

- Developed high level UI and UX mockups to effectively communicate interaction and design ideas for new iPhone Application. Analyzed usability of new product for user navigation and experience. Included development of new brand logo and promotional graphics.

SKILLS

Software

Sketch, Premier, Photoshop, After Effects, Illustrator, Principle, InDesign, Maya, Maxon Cinema 4D, Microsoft Office (Excel, Word, PowerPoint)

Development

HTML, CSS, JavaScript