

Jon VonSeggen

yoyokid@gmail.com portfolio: jonvonseggen.com 303.378.1823 Littleton, CO

Profile

- Senior Design and Communications Specialist with over 20 years of experience in the management of the complete design and development process, from conceptualization to execution in multiple disciplines.
- Broad skillset and experience including website and software development for both mobile and desktop, and graphic design media development for advertising, promotional, editorial, and environmental materials.
- Excellent attention to detail, a great eye for quality design, and the ability to produce a functional and compelling experience in a variety of mediums.
- Adept at successfully juggling multiple projects and deadlines in a high pressure environment while constantly growing and adapting to new trends.

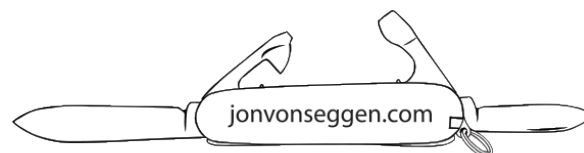
Skills

- Website Development
- Graphic Design (Print and Digital)
- UI/UX Design & Prototyping
- Creative & Technical Copywriting
- Audio & Video Production
- Multimedia & Animation
- Social Media Management / SEO
- LAMP (PHP, SQL, Apache)
- HTML5, XHTML, CSS3
- Responsive Design, Bootstrap
- WordPress, Joomla, Squarespace...
- Shopify, WooCommerce, Shopp...

Experience “Hot Plate Labs” Consulting – Various Clients

2016 – 2018

- Worked with clients in the finance, service, software, music and cannabis industries to develop print campaigns, logos, brochures, ads and websites using the Adobe Creative Suite, custom WordPress/WooCommerce development and Bootstrap for integration into existing responsive web environments.
- Took over event booking, marketing and promotions for the Toad Tavern, a live music venue in Littleton, CO. This included venue rebranding, talent booking for 3+ weekly events, designing posters and ads for websites, social media outlets, street teams, and Denver weekly lifestyle magazines, and wholly managing the venue’s social media presence and customer communications.
- Worked with an HR firm to create designs and specs for a mobile app to measure their customers’ HR readiness. Designed questionnaire and logic flow, created UI screens, and evaluated possible mobile development platforms.
- Spearheaded project with multiple developers to create plugins to WordPress and Woo Commerce for a Colorado dispensary group. Due to their need to enable online purchase and offline pickup at multiple locations, the plugins enabled multi-site product synchronization, customized checkout screens, kiosk ordering, and product-batch test results lookup.
- Consulted with an ISP to create video animations and titles for several of their clients’ marketing videos. Trained their design staff on Adobe AfterEffects and Adobe Premiere to enable them to provide these services moving forward.



Director of Marketing and Creative Services – Cannasys, Inc.

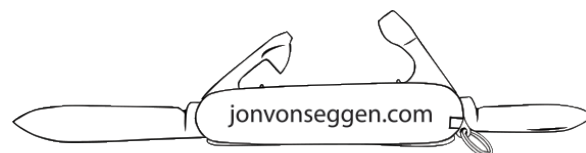
2013 – 2016

- Cannasys was a startup software development company serving the nascent cannabis industry. With input from many cannabis companies and a flat-design paradigm in mind, I created logos, branding standards, websites, marketing materials, and UI/UX guidelines for 6 different Cannasys software products.
- Designed application screens visually and functionally, defined use cases, and created both static and JQuery UI wireframes for the Cannasys lineup of products including **CannaCash** (*gift cards and member rewards*), **CannaTrade** (*wholesale cannabis trading system*), **ExchangeHemp** (*Hemp and CBD Marketplace*), **CannaShout** (*press release platform*), and **CannaLIMS** (*Laboratory Information Management System*)
- Met with cultivation facilities, processors, retail organizations, product manufacturers, and delivery companies to understand their needs and to design custom applications that would use Cannasys' RESTful API. Delivered each of them a custom user experience and application flow based on their needs.
- Created a multi-pronged marketing campaign for our rewards mobile app that successfully gained 6,000 new users within two months. This was a key factor in securing second round funding.
- Managed all marketing and promotions for multiple social media platforms, print and digital advertising, newsletter creation AND distribution, tradeshow planning, and investor relations.

Senior Web Developer – FirstLink Technology, Inc.

2007 – 2013

- FirstLink had dozens of clients which required scores of different solutions. I met individually with each client to understand their needs and deliver exactly what they required including corporate ID and branding, website look and feel, user experience, custom CMS, third party CMS (WordPress, Joomla, Drupal, etc.), systems integration, e-commerce, PCI compliance, process design, penetration testing, SEO, SEM, and multimedia production. Every client had a unique business and unique business requirements to address.
- Created a lightweight PHP/MVC/JQuery UI content management system that was designed for our more non-technical clients which had trouble navigating existing CMS platforms. It enabled extremely simple drag-drop administration and maintenance that could be customized for different business types.
- Launched a highly successful SEO/SEM program for clients looking to increase web traffic and increase leads through modern SEO best practices.
- Established full service digital and print design services to compliment web development and hosting offerings which expanded our client roster and inspired greater loyalty from existing customers.



Founder / Owner – Yoyokid Creative LLC

2003 – 2007

- Founded design and multimedia agency with limited capital using a small team of talented freelancers. Grew client list to over 20 in the first six months of operation.
- Acted as creative department for the Liver Research Institute who was in need of full time web and UI design services. Developed “Right Start” educational courseware on .NET platform for hepatitis C patients using interferon.
- Subcontracted with several larger ad agencies in the Denver area to provide Flash development for advertising and presentations as well as static website comps to pitch to their clients.

ImageCast Product Manager – Phoenix Technologies (BIOS)

2000 – 2003

- When I arrived, customer satisfaction with the ImageCast drive cloning software was at an all-time low. I focused on organizing customer complaints and feature requests and prioritized development to rapidly increase customer satisfaction and sales.
- Due to a pressing need to increase deployment speed for our large OEMs and VARs, I researched new technologies and wrote full requirements for a new 32-bit version of our software. Previously, hardware access was limited to a 16-bit DOS environment due to the hardware abstraction layer in 32-bit Windows.
- When the Colorado office was downsized, I was retained as a consultant for both ImageCast and the Area51 hidden recovery partition.

Internet Director, Boulder Office – Earthweb, Inc.

1997 – 2000

- Responsible for the creation and maintenance of multiple public websites, corporate email services, and the corporate intranet (IIS, ASP, Exchange)
- Created a custom CRM application (ASP) that successfully integrated several offices and applications (Goldmine, Solomon, FoxPro, Mail Order Manager)
- Lead a team of 8 developers on a project to bring a large scale knowledgebase online and create a system for allowing subscribers to pay for searching and retrieving technical information on the Internet (ASP, PHP, Java, IIS, Apache).

Education

1994 – 1997 Rocky Mountain College of Art & Design

Advertising & Graphic Design

1992 – 1993 Point Loma Nazarene University

Music Theory

1990 – 1992 AVS Vocational School

Commercial Art

