



## Connect

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[behance.net/jordankerseydesign](https://www.behance.net/jordankerseydesign)

[instagram.com/jkrazylitb](https://www.instagram.com/jkrazylitb)

## Capabilities

UX/UI Design

User Research & Testing

Interaction Design

Art Direction

Graphic Design

3D Modeling & Design

2D & 3D Animation

Motion Graphics

Video Editing

UX Strategy

VR/AR/MR/XR

Google Design Sprints

Workshop Facilitation

Photography

In-Store Experience

Concept Development

Research & Development

Prototyping

Q/A Testing

HTML5, CSS3, JQuery

iOS & Android

Mac & PC

## Brand Experience

Disney, Lucasfilm, Marvel,

DC Comics, Warner Brothers,

Minecraft, Nickelodeon,

Amazon, Target, Walmart,

Best Buy, Michaels, Kohl's,

UCONN Health, Apple, Timex,

Nielson Kellerman, Zebra

Full Stack Designer with over 7 years of experience in UX/UI and Visual Design. I strive to understand the user and put their needs first to create meaningful new experiences that are intuitive, scalable, and powerful in their implementation. I am able to combine feedback from the users with analytics/data from their product usage to then collaborate closely with my colleagues to achieve the best possible solutions. I am passionate about my family, technology, design, gaming, music, and the environment.

## Experience

### LEGO Systems Inc, Enfield, CT

LEGO Agency Americas

#### UX/UI Designer, January 2019 - July 2020

- In coordination with the global research team, lead a partnership with The Agency, a premiere student-run agency at Quinnipiac, to implement user testing for work done in The LEGO Agency.
- Supported brainstorm and ideation process to generate industry leading concepts and ideas for Global Campaigns.
- Advocated for and supported the transition to a more agile workflow within the Agency to allow for added flexibility and speed to market.
- Led the creation of social media advertising template for U.S. market-wide adoption
- Worked with creative technologist to implement Microsoft Teams and Celtra, allowing easier communication, limitless data storage and the ability to scale high-quality digital ad production, and cutting production time down by at least 30%
- Designed e-commerce pages and assets for third party retailers.
- Supported the LEGO Life team with tasks ranging from the design and creation of global assets to landing pages engineered to recruit and convert new users.

#### Associate Experience Designer, January 2018 - December 2018

- Led a shift within digital marketing campaign creation by teaching LEGO Agency art directors how to utilize HTML and CSS in banner creation and the constraints of the ad assets to be delivered.
- Created prototype Indiegogo page for an innovative project theme called Forma, a cleverly designed but simple to assemble premium LEGO experience for adults.
- Supported brainstorming and ideation of Beijing flagship store experience.
- Created department-wide weekly newsletter to share current work and inspiration.
- Designed child facing LEGO Unikitty website and US marketing campaign sites.
- Provided direction on, and the creation of, multiple social influencer kits to distribute to key LEGO social partners for both LEGO Ninjago and Minecraft franchises.

Consumer Marketing Agency

#### Associate Interface Designer, January 2017 - December 2017

- Created unique innovative user experiences for web such as 360 video, interactive virtual reality, an interactive music game and an interactive drawing experience.
- Created UI for the first LEGO Batman App-Controlled Batmobile.
- Participated in and drove the creation of innovative concepts and activations within the LEGO Hackathon framework that spanned all lines of business.
- Participated in user testing to determine solution effectiveness and overall interest in new product activations.
- Created templates for web content to streamline content creation for LEGO.com.
- Helped to improve and create Amazon A+ pages for all upcoming product lines.

#### Associate Digital Designer, July 2015 - December 2016

- Designed COPPA compliant activations for children on both web and mobile platforms. Created platform specific content for all activations executed.
- Created standard site style guides that were utilized department-wide for all web/mobile hand-offs to the assigned development teams.
- Took part in user testing to determine effectiveness of proposed activations and experiences from a UX/CX perspective.
- Contributed to digital strategy and global novelty campaign development.
- Leveraged standard packaging assets to create innovative animated content and

## Toolkit

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
InDesign	●	●	●	●	
Figma	●	●	●	●	●
Adobe XD	●	●	●		
Sketch	●	●	●		
Invision	●	●	●		
Axure	●	●	●		
Miro	●	●	●	●	
Tumult Hype	●	●	●	●	●
After Effects	●	●	●	●	
Premiere Pro	●	●			
Animate	●	●			
Blender	●	●	●	●	
Maya	●	●			
Ableton	●	●	●		
Logic	●	●			
Google Docs	●	●	●	●	●
iWork	●	●	●	●	●
Office 365	●	●	●	●	●

experiences designed explicitly for digital. Worked with print partners to create standardized templates to more easily facilitate this asset reuse moving forward.

- Brought repeatable high resolution animated assets for all franchise sites that clearly demonstrated product features and functions.
- Helped to create and lead internal hackathons dedicated to innovative ideas such as gamification and incentivization of users within our franchise activations and augmented reality LEGO experiences

### Edible Arrangements, Wallingford, CT

Netsolace

**UX/UI Designer, May 2015 - July 2015**

- Led the UX/UI for both internal POS machines and consumer focused web.

### iDevices, LLC. Avon, CT

**UX/UI Designer, June 2013 - October 2014**

- Led internal and external client-facing projects.
- Work included app, web, print, packaging, manual, ad and presentation design, photography, video editing, 3D animation, orthographics of all previous and new products, QA/testing of app and review of UI for both Android and iOS.

### Lost in The Bassment Productions, LLC. Wallingford, CT

**Co-Owner, Creative Director, Producer, 2011- Current**

Started company for music production and design. Created identity for LITB, and album cover graphics. Created brand and identity for Yes Medical, LLC and Comet Entertainment. Consult with others for projects such as logo and icon design, album artwork and photography.

## Awards

### FWA FOTD - "The Last Jedi" 360 Experience

**Role:** User Experience and User Interface Design and Direction, Game Design, Brainstorming & Concepting, User Testing, Story Ideation, Research and Development

### AD Club CT - LEGO Batman Movie - "Jokerized"

**Role:** User Experience and User Interface Design, Brainstorming & Concepting, User Testing, Animation

### AD Club CT - LEGO Star Wars Social Campaign

**Role:** Graphic Design, Animation support, GIF creation, Brainstorming & Concepting

## Education

### Quinnipiac University (2011 - May 2013)

Interactive Digital Design Major  
Bachelor in Art and Design

### Wentworth Institute of Technology (2007 - 2010)

Industrial Design Major  
Associates of Applied Science in Technology

## External Organizations & Speaking

### Forest Stream Studios - Community driven game studio

Graphic Design Team Lead, August 2020 - Present

### Quinnipiac University - Graphic & Interactive Design

Portfolio Reviewer, 2015-Present  
Guest Speaker/Lecturer, 2016 - Present

