

Jason Barr

Art Director / ELearning Developer

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Highly skilled and experienced art director and eLearning developer, multimedia designer and UX/UI designer eager to collaborate with customers to find optimal solutions. Carefully customizes each product to user needs and budgets. Maintains exceptional development quality from conception through distribution. Works alongside clients and colleagues through all stages of development to produce exceptional eLearning experiences that are both effective and enjoyable.

Core Qualifications

- Exceptional experience in graphics and animation creation using Adobe Photoshop, Illustrator, Indesign, After Effects, Animate, Microsoft Word and Powerpoint.
- Sound expertise with Articulate Storyline, Rise, Adobe Captivate and other authoring tools in eLearning course development.
- Proficient experience with UX/UI prototyping in Adobe XD.
- Excellent proficiency with HTML, CSS, Action Script, XML, Adobe Dreamweaver, Wordpress, Squarespace and Wix.
- Familiarity with Javascript, JQuery, PHP.
- Superior problem-solving and time management skills.
- Outstanding communication and interpersonal skills.

Work History

2019 - Present

Art Director for eLearning

MC3, West Chester, PA

- Managed, motivated and mentored internal team of designers, making sure that they adhere to brand standards so that all assets remain cohesive.
- Managed visual execution of training assets including emails, interactive and printable pdfs, Powerpoint presentations, and eLearning modules.
- Found opportunities to improve processes and procedures used across the team, helping to increase profitability.
- Ensured best practices are followed throughout the creation of an eLearning project from initial concepts through completion.

2015 - 2019

Senior ELearning Developer

MC3, West Chester, PA

- Collaborated with project managers to set ambitious, but realistic milestones on eLearning course development.
- Collaborated with coders to extend Storyline's capabilities.
- Provided technical support for existing online content by troubleshooting issue reported by users and providing solutions when possible.

2009 - 2015

Senior Graphic Designer

MC3, West Chester, PA

- Designed layouts, theme logos and unique looks for presentations, websites and apps for tablets and smart phones.
- Made sure other designers followed theme and design standards set, so all meeting and training material looked cohesive and all part of the same meeting.
- Applied creative expertise to present design concepts.
- Created digital image files for use in digital and traditional printing methods.
- Took on roles as graphics assistant and graphics specialist to provide range across projects.

2005 - 2009

Graphic Designer

MC3, West Chester, PA

- Conceptualized and developed graphics for meetings and events including presentations, banners, signs and other presentations.
- Created designs and collaborated with technical team to complete projects.
- Applied knowledge of production to create high-quality graphics.

2001 - 2005

Web Designer

Interactive Graphics, Inc., Wayne, PA

- Translated customer requirements into technical site concepts for bidding and initial planning purposes.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Developed graphic and image assets for both content and digital marketing efforts.
- Coordinated copywriting and designed images to craft website content.

1999-2001

Print Production Graphic Designer

Barlen Group, Jenkintown, PA

- Researched trends and projected industry changes to capitalize on emerging opportunities.
- Employed design fundamentals when selecting typography, composition, layout and color in design work.
- Developed creative design for print materials, banners and signs.

Education

1997 - 1999

Associate of Arts: Graphic Communications

Antonelli Art Institute – Glenside, PA