



## JONATHAN NETEK

914.924.1689 | Jonathan@KiNetekDesign.com | [KiNetekDesign.com](http://KiNetekDesign.com)

### QUALIFICATIONS

Strong understanding of user-centered practice and theory with the ability to deliver in ever-changing situations

Enthusiasm for iterative design process driven by group critique in an Agile environment

Organized, detail-oriented creative individual with strong problem solving skills and 10+ years of experience

Well-versed in brand guidelines and identity standards for institutions great and small

Extensive experience managing vendors, photographers, illustrators, junior design staff and client relationships

Proven project management skills, leadership abilities and client relations

Skilled in photo/video shoot preparation, budgeting, production and art direction

### PROFESSIONAL EXPERIENCE

#### UX/UI/Web Designer

Baylor College of Medicine, Houston, TX *December 2014 – March 2016*

Collaborated with stakeholders and development team on redesign and upgrade of academic management software for a web application initially to be used internally and then packaged for sale to outside organizations

Designed user interface from conceptualization utilizing stakeholder requirements, critical path analyses, keeping user experience at the heart of the process

Developed rapid paper and clickable prototypes to evaluate effectiveness of solutions against identified scenarios and updated UI per changing needs and requirements

Developed UI deliverables, such as wireframes, flowcharts, screen mock-ups, and interface design specifications

Designed detailed user interface and functionality through implementation

Ensured all design specs were executed across multiple responsive breakpoints

Determined all front-end transitions and animations to create a delightful user experience

Reviewed HTML and CSS markup during testing against original design files to find any discrepancies

#### Design Director

RMH Marketing & Media, Houston, TX *June 2012 – August 2014*

Determined the direction of all creative work for the agency including, corporate identities, print work and digital projects while engaging in new business development

Concepted, copywrote and presented all creative campaigns and presentations for new and existing clients

Played an active role in the strategic planning, budgeting, and execution of all creative projects while extending the design offering of the agency

Acted as Creative Accounts Manager on all design-only accounts and projects, working within budget and scheduling requirements

#### Senior Designer/Associate Art Director\*

Edelman Public Relations, New York, NY *October 2006 – May 2011*

Conceived and designed print, screen, and environmental media for clients including: Unilever, Church & Dwight, Pfizer, AstraZeneca, Heinz, Coppertone, Duke University, and eBay

Created custom presentations and leave-behinds for New Biz division

Conceptualized and designed internal communications and materials for company practices [Consumer, Technology, Healthcare, Multicultural, etc.]



## JONATHAN NETEK

914.924.1689 | Jonathan@KiNetekDesign.com | [KiNetekDesign.com](http://KiNetekDesign.com)

### EDUCATION

The Art Institute of New York City  
*Associate Degree [2003]*

State University of New York at Albany  
*Bachelor Degree [1999]*

### COMPUTER SKILLS

Adobe CC, Microsoft 365, WordPress,  
HTML5, CSS3, Sketch and working  
knowledge of Bootstrap 3

### AWARDS

2009 Silver SABRE Award  
*[eBay Let's Make a Daily Deal]*

2010 PRSA Silver Anvil Award  
*[eBay Let's Make a Daily Deal]*

2013 Addy Awards  
*[First Call, ThumbWar]*

2013 GD USA American Web  
Design Awards  
*[Children at Risk, Lone Survivor  
Foundation, ThumbWar]*

Coordinated and art directed all aspects of photo shoots [2008–2010 in NY & Miami] for Unilever's Hispanic scale program, Vive Mejor, while managing ten person shoot team

Generated \$1M+ as part of 5 person design team for FY'09, while consistently designing for 2 of the 4 top-grossing accounts [eBay and Pfizer]

*\*Promoted from Senior Designer to Associate Art Director in October 2008*

### Designer/Senior Designer\*

Adventure House, New York, NY

*April 2004 – October 2006*

Clients: Cambridge University Press, New York Stock Exchange,  
MasterCard, Girl Scouts of America

*\*Promoted from Designer to Senior Designer in April 2005*

### FREELANCE EXPERIENCE *(partial list)*

A Partnership for Change

Children's Museum of the Arts

Greater Houston LGBT Chamber of Commerce

Junior League of Northern Westchester

Outreach United

Resolve Walk of Hope

RumorsList

Stage Stores Inc.

UTHealth Science Center of Houston

Westside Surgical