JEFF LUSHBAUGH

(732) 816-1900 · JEFF.LUSHBAUGH@GMAIL.COM · JEFFLUSHBAUGH.COM

SUMMARY: Results-driven Senior Web and User Experience Designer with a strong track record of driving organizational success through human-centered design principles and data-driven insights. Adept at delivering exceptional user experiences, interaction design, and end-to-end development while collaborating seamlessly with stakeholders to ensure user-centric services. Innovative leader passionate about leveraging emerging technologies, optimizing user experiences, and delivering exceptional results in the ever-evolving digital landscape.

EXPERIENCE

2009 – Present

DIRECTOR OF WEB AND MULTIMEDIA

Thomas Edison State University, Trenton, NJ

- Revamped web properties and electronic outreach, resulting in a remarkable 16% increase in open rates for newsletters and ecards, enhancing overall user engagement.
- Pioneered a web stewardship model, empowering employees to take content ownership, resulting in a 30% reduction in help desk tickets.
- Collaborated cross-functionally to implement a dynamic web strategy, leveraging emerging technologies, and fostering an agile environment, leading to enhanced user experiences and improved communications.
- Successfully roadmapped and executed web-based projects and redesigns, utilizing journey maps, wireframes, prototypes, and visual designs to achieve outstanding outcomes.
- Effectively managed the web team, providing creative direction that significantly impacted project success and team productivity.

2008 – 2009

SENIOR USER EXPERIENCE DESIGNER

Dayak, Inc., Fairless Hills, PA

- Spearheaded a strategic website redesign initiative, conducting user research, and implementing personas, journey maps, wireframes, prototypes, and compelling visual designs.
- Skillfully translated user and owner feedback into effective visual user interfaces and design improvements.
- Maintained regular communication with key stakeholders throughout the UI redesign process, ensuring alignment and project success.

2004 – 2008

ART DIRECTOR

2002 – 2004

GRAPHIC AND WEB DESIGNER

Home Decor Products, Inc., Edison, NJ

- Led creative design for web, user interface, and online/offline advertising across the corporate and six e-commerce websites, driving over $2M in revenue and increasing subscriptions by 5% through impactful HTML email campaigns.
- Provided expert guidance to in-house junior designers and freelance designers, fostering a collaborative and high-performing creative environment.

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EXPERIENCE CONTINUED

2001 – 2010

FREELANCE GRAPHIC DESIGNER

- Designed websites, logos, books, posters, and other advertising pieces for a variety of clients including Avenues in Leather, Comfy Home Products, Cox Preschool, On-The-Go Marketing, One Ocean, Pathways, and Patient Marketing Group.

2000 – 2002

GRAPHIC DESIGNER

DNA Creative, New York, NY

- Created compelling print advertising materials for esteemed clients, including FOX News Channel, MTV Networks, USA Network, History Channel, St. John's University, and Make-A-Wish Foundation.

EDUCATION

MINI-MASTERS, HUMAN COMPUTER INTERACTION (HCI)

Rutgers University, New Brunswick, NJ

MASTER OF SCIENCE, GRAPHIC COMMUNICATIONS TECHNOLOGY MANAGEMENT

Kean University, Union, NJ

BACHELOR OF ARTS, GRAPHIC DESIGN

Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA

PROFESSIONAL SKILLS

Graphic Design, Web Design, User Experience (UX) Design, User Interface (UI) Design, Usability, Digital Design, Interaction Design, Information and Site Architecture, Wireframing, Prototyping, E-Commerce, Advertising, Recruiting, Higher Education, Website Management, HTML and CSS Development, HTML Email Development

TECHNOLOGIES

Windows, MacOS, Adobe Creative Suite (Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop, XD), Microsoft Office, Prototyping Software (Axure, Balsamiq, Figma, XD), QuarkXPress, Google Analytics, Search Engine Optimization (SEO), HTML, CSS