DAVE JOHNSON
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SUMMARY
Designer and developer of digital media specializing in UX and UI for mobile-first, responsive design. Employer and client list includes Viacom, MTV, Showtime Networks, Out and Advocate magazines, AOL and Time Warner.

EXPERIENCE

PRSA New York, NY 2/2020 – Present | Director of Digital Content
- Responsible for design and implementation of new features for PRSA.org. Designed and launched marketing initiatives focused on conference sales and membership drives.
- Developed custom marketing initiative allowing potential customers to view protected video content based on email capture.
- Currently developing inclusive design plan to comply with ADA web accessibility guidelines.

UX Consulting New York, NY 2/2019 – 2/2020 | Wordpress Developer
- Designed and developed WordPress sites including HealthyMocktails.com

Pride Media New York, NY 10/2006 – 2/2019 | Creative Director - UX and UI Design Lead
- Complete redesign of company's flagship sites: Out.com, Advocate.com, Pride.com and related brands. Five properties with a combined traffic rate of 17 million unique visitors.
- Hands-on responsibilities included initial concepts, pencil sketches, sitemaps, wireframes, prototypes, hi-fidelity mockups, internal presentations to senior management, implementation oversight, and final Q/A.
- Latest versions of sites utilize a mobile-first, responsive design in Drupal 7 on a Bootstrap 3/Salvatore framework.
- Final redesigns resulted in 400% traffic growth and major increases in frequency and view-ability of ad units.
- Design and development of advertising micro-sites and mobile apps for sponsors including Absolut, Lexus, Macy's, Levi's, Subaru, Buick, Wells Fargo, and Continental Airlines.
- Designed two native mobile apps for IOS and Android Mobile devices

Consulting Projects New York, NY 3/2001 – 10/2006 | Web Designer
- MTV.com – developed and wrote functional specifications for Video Music Awards site launched July 2006
- Time Inc Interactive - Developed a series of advertorial mini-sites sponsored by Ford and Effexor
- Edison Schools - Top level redesign of The Common, a large scale extranet that links over 150 schools with administrators nationwide

Showtime Networks New York, NY 7/1998 - 4/2000 | Creative Director, Digital Media
- Responsible for overall visual design, site architecture and production of all Showtime Network sites including SHO.com, TheMovieChannel.com and Showtime Championship boxing
- Directed agency re-design of Showtime's boxing sites used in conjunction with live television events to accommodate simulcast, on-line pay-per-view and audience participation

SKILLS: Adobe Creative Suite, Visio, HTML, CSS, Drupal 7, Sketch, Adobe XD, SiteFinity, Agile Development, Mobile Design, UX, UI, SEO, SquareSpace, WCAG 2.1

PORTFOLIO SITE: www.davej.com   **EDUCATION:** Syracuse University - BFA in Computer Graphics

PRO-BONO: Reclaim Pride Coalition - Website Content Management and ADA Compliance 3/2019 - 7/2019