

JONATHAN MARGINSON

Digital Designer

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Work experience.

B2B Contact

10/2011 - 10/2023

Digital Designer

Creative lead for a B2B and channel marketing agency servicing major technology companies like Cisco.

- Led the creation of dynamic creative assets, such as responsive landing pages, digital ads, HTML email campaigns, videos, and infographics, for impactful B2B and growth channel marketing campaigns.
- Applied UX design principles to swiftly conceptualize user-centered designs that increased user engagement and received praise from clients.
- Collaborated closely with partners, customers, and stakeholders, transforming feedback into compelling marketing deliverables.
- Ensured strict adherence to clients' branding guidelines, fostering a consistent and cohesive presence across all creative content.
- Managed multiple concurrent projects in a high-volume environment, demonstrating the flexibility to shift directions creatively and adapt to changing deadlines and priorities.
- Deployed and managed email marketing campaigns, furnishing the sales team with up-to-date data that facilitated the rapid closure of leads for our customers.

Dept. of Defense

05/2008 - 02/2011

Multimedia Designer (Contractor)

Member of an in-house design team specializing in training materials for the US Navy.

- Contributed to the development of training software for command-and-control systems on submarines, playing a key role in the redesign of the user interface. Applied UX/UI methodologies, including user testing and wireframing, to enhance clarity, logical information flow, and visual consistency.
- Collaborated closely with active-duty sailors, trainers, and subject matter experts to conduct user feedback sessions, ensuring accuracy and effectiveness of information presented in training materials.
- Worked within an agile team to develop multimedia instructional videos and technical presentations, addressing emergent fleet issues and fostering an adaptive approach.
- Produced compelling technical illustrations, 3D imagery, and motion graphics to not only elevate the quality of technical presentations, training videos, and interactive training software but also to enhance the overall user experience.

Skills.

Programs.

Adobe Creative Suite (*After Effects, Illustrator, InDesign, Photoshop, Premier, XD*), Figma, MS Office.

Design.

Branding and logo design, Illustration, Bootstrap, CSS, HTML, JS, Content Management Systems (Wordpress).

Other.

Collaboration, Communication, Critical Thinking, Customer Service, Detail-Oriented, Flexible, Project Management.

Education and certificates.

University of Massachusetts

Dartmouth

Bachelor of Fine Arts

Visual Design

Graduated Cum Laude May 2006

University of Massachusetts

Dartmouth

Post-Baccalaureate Certificate

Web & Interactive Design

May 2013

Google UX Design

Professional Certificate

Expected Completion Feb. 2024