

JERRY RUTHERFORD

SENIOR UX DESIGN PROFESSIONAL

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EXECUTIVE SUMMARY

Highly motivated and award-winning creative leader with a varied background in product design, creative strategy, and visual storytelling. Passionate for smart design, astute in developing a human-centered design from concept to finished product, along with presenting high-quality concepts to internal clients and C-level management in a professional manner. Driven to solve problems with compassion by recognizing pain points and creating engaging, user-centric designs. Ability to prioritize, see the big picture, and develop on-point concepts. Strong communicator with a positive work ethic and an enthusiastic and fun-loving approach to effectively liaise with all levels of personnel and consumers.

AREAS OF EXPERTISE

- Creative and art direction; brand strategy
- Print, digital, and mobile
- Customer research and user experience design (UI/UX), visual design
- Creative problem solving and design thinking methodology
- Analytical skills
- Scrum agile development, human-centered design, cross-functional teams
- Expert Adobe Creative Suite skills: InDesign, Illustrator, Acrobat, Premiere, and Photoshop
- Digital design software, Figma, Sketch, Wix, Webflow, Invision, and Adobe XD
- HTML, XML, and CSS

EXPERIENCE

ZDESIGN & MARKETING, Manomet, MA

10/2021 – Present

Senior UX Designer/Product Designer (freelance)

Concept, design, and develop creative strategy and collateral for high-profile clients including print and digital products, digital technology, POS (point of sale), prototyping, e-commerce, web development, and product management.

- Lead visual designer/UX/UI designer tasked with creating customer-centric design solutions to uphold brand strategic initiatives, product usability while ensuring deadlines are met
- Provide direction and mentor established contract designers, copywriting, and vendors to invoke creativity, feedback, and generate new ideas
- Execute clear direction for photo-shoots, deliver composites, and retouch photography
- Successfully researched and recognized low-cost options for production of projects and materials, which resulted in delivery at \$40k below budget, without sacrificing quality
- Negotiation of ad contracts, purchase ad space, and generate 20+ weekly ads nationwide
- Maintain flexibility in order to multitask and meet tight deadlines in a fast-paced environment
- Report industry trends and sample consumer insight

GENERAL ASSEMBLY, New York, NY

12/2021 – 12/2022

User Experience Design Lead Instructor (contract remote)

Help students learn to design better experiences by understanding their users, implement best practices for user-centric design principles, and analyze learning objectives from a user/customer perspective. The goal is to train and develop the skills required for premier UX designers and get them job ready.

CHRISTIAN SCIENCE PUBLISHING SOCIETY, Boston, MA

7/2006 – 10/2021

Lead Product Designer

Collaborated with in-house clients and led presentation to internal stakeholders to develop content-rich user-centric publishing product development and engaging print, digital, audio, and responsive design to uphold graphic and brand identity standards.

- Responsible for leading a 7-person creative design team, providing the strategic creative oversight, project planning, design feedback, mentorship, vendor and freelance management, subject matter expertise, and streamlining workflow process with a focus on saving production costs and providing technical assistance
- Strategic design leader on a diverse 5-person cross-functional team tasked with researching consumer insights to provide product strategy (both print and digital), UX/UI design, conducting user research interviews, developing wireframes and prototypes, design concepts, technology innovation, user testing, and content design of innovative educational print and digital publishing products
- Developed master design system, brand design guidelines and strategy, web standards for 3 different sites, and WC3 accessibility guidelines for the global organization as well as all CSPS publications to increase retail revenue and maintain a consistent customer experience
- Concept and produced digital and print products, including user experience design, CMS, social media assets, animation, video, packaging, exhibit display, and book design
- Implementation of complimentary print publications, visuals, and web development for sites in 14 different languages to maintain continuity and quality across products
- Organized digital assets, troubleshoot, and provided guidance for new digital technology tools

EDUCATION

Master of Liberal Arts, Management, HARVARD UNIVERSITY, Cambridge, MA

Bachelor of Fine Arts, Liberal Arts; Major in Art & Design, Minor in Art History, PRINCIPIA COLLEGE, Elmhurst, IL

PROFESSIONAL CERTIFICATION

Certificate in Publishing and Digital Media, BOSTON UNIVERSITY, Boston, MA

Strategic Management Certificate, HARVARD UNIVERSITY, Cambridge, MA

User Experience Design, GENERAL ASSEMBLY, New York, NY

LANGUAGES

French, German, and Spanish: working knowledge

ACHIEVEMENTS

New England Book Show awards

Dale Carnegie Leadership for Managers

Awarded the annual Award of Excellence

American Institute of Graphic Arts (AIGA) design awards