

Jon Collette Senior Digital Designer

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I see myself not only as a designer or developer but as a partner in the marketing organization. By understanding the entire process, I'm able to enhance and quickly realize the final product's purpose and launch. I'm also embracing how data drives the next iteration of products.

Alight Solutions May 2018 to present

Senior digital designer responsible for all digital marketing assets:

- Designer and developer for various products and templates including landing pages, mobile-friendly emails, forms, and display ads that reduced company's overall workload by 60%
- Collaborator on Alight.com 2.0 branding, module design, translations and advocate for user-focused design and accessibility updates
- Created and leveraged UX artifacts in support of marketing processes

Argonne National Laboratory February 2017 to March 2018

In-house designer for the scientific research lab, supporting corporate and scientific needs including external agencies:

- Developed and rebranded digital assets on internal site from existing design systems using best practices for user interfaces and experiences
- Renewed public facing site to drive recruitment and industry partnerships, created public and private sites to expedite team's creation of pages
- Executed internal and public facing campaigns to better communicate complex scientific research projects to commercial and industry groups

Ivor Andrew August 2013 to January 2017

Designer for integrated marketing agency focused on business-to-business markets. Held every role in the design spectrum:

- Collaborated on big-picture solutions and developed executables to implement campaigns to great results
- Produced branding, campaigns, collateral, web and event materials that created an immediate and tangible change for organizations

United States Army June 2010 to June 2013

Held a variety of roles requiring an extreme level of precision and tolerance for high pressure situations, including troop leader, classroom and field instructor, fire direction and battery executive officer:

- Taught 40 Afghan troops in field and classrooms using graphics, diagrams and hands-on instruction to successfully operate artillery
- Planned and executed operational training and maintenance schedules, mentored, planned for, and oversaw 45 troops on a day-to-day basis

Education

Northern Illinois University
Visual Communications (BFA)
2006-2010

Designlab
UX Research & Strategy course
March 2018

Udacity
A/B testing, Localization essentials,
Web accessibility courses
April 2021

Expertise

HTML5, CSS, SCSS, Javascript,
jQuery, Bootstrap, GSAP, WordPress

Email Service Providers (MailChimp,
Campaign Monitor, Marketo)

Adobe Creative Suite

Sketch, Figma, Invision

Microsoft Office (PowerPoint, Word
and Excel)

Google Optimize, Analytics, Hotjar

Associations

AIGA Member, attendee and
volunteer

