

Jayson **MacSherry**
UX/UI Designer-Developer
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Digital Hybrid

EXPERIENCE

- **COMCAST // December 2021 - Present**
LEAD UX/UI DESIGNER
Manage all design efforts for Xfinity Assistant (XA), one of the world's most used conversational assistants, to ensure thoughtful, consistent experiences across web, app, SMS, and TV.
- **ADT // April 2019 - December 2021**
SENIOR UX/UI DESIGNER-DEVELOPER
Create original high and low fidelity visual design mockups, interactions, and animations. Assist with user research using a variety of methods, including online studies, and use data to drive decisions.
- **MNG HEALTH // April 2018 - April 2019**
SENIOR INTERACTIVE DESIGNER-DEVELOPER
Design & build custom WordPress websites. Logo and white paper design. User Experience design. Design & build responsive emails from initial concept to launch.
- **ASI SHOW // May 2017 - April 2018**
SENIOR GRAPHIC DESIGNER & WEB DEVELOPER
Design eye-catching, responsive HTML promotions, forms, direct mail, brochures and signs to promote the shows. Also designing and printing onsite marketing materials. Creating logos and signs for events and show programs. Suggesting ideas/benefits/looks/concepts to promote shows and increase market share utilizing email and social media marketing.
- **MILES TECHNOLOGIES // Aug 2015 - May 2017**
SENIOR GRAPHIC DESIGNER & WEB DEVELOPER
Involved in developing sites from initial concept to design to launch, a complete website life cycle. Designing complete, fully-functional responsive custom WordPress websites using an HTML editor such as Adobe Dreamweaver. Designing all forms of graphics such as logos, ads, business cards, brochures, and more.

EDUCATION

- **THE ART INSTITUTE OF PHILADELPHIA**
August 2011 - September 2013
ASSOCIATE OF SCIENCE
WEB DESIGN & INTERACTIVE MEDIA
- **THE ART INSTITUTE OF PHILADELPHIA**
September 2013 - March 2015
ASSOCIATE OF SCIENCE
GRAPHIC DESIGN

SKILLS

Illustrator	CSS3
Photoshop	JQUERY
Indesign	Javascript
Dreamweaver	Bootstrap
XD	Foundation
Sketch	WordPress
HTML5	Windows/Macintosh

AWARDS

- *September 2016*
GDUSA
Health + Wellness Design for full branding done for client
- *September 2017*
GDUSA
Graphic Design Award, Miles was recognized for its microsite
- *September 2018*
GDUSA
Graphic Design Award, MNG Health was recognized for its branding
- *September 2018*
GDUSA
Health + Wellness Design for MNG Health's branding