

JEFFREY JAMES WAGNER

Design Director | UX Strategist



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Hello,

First and foremost, let me take a moment to thank you for taking the time to discover what may make me a great fit for your company, and how my seasoned approach can contribute to your success.

I believe that great design is invisible. It's not something you see, it is something you feel. It's an emotional reaction to an experience, a name, an image, a product. I believe that those reactions can spark a decision, and that decision can influence behavior. Great design is truly centered in emotion. It's about being the catalyst, shifting paradigms, shattering expectations, turning heads.

My goal is always to be both a designer and strategic thinker, forming strategies that align with brand and product goals to achieve the best possible outcome for any project on which I work. I also recognize how essential quality teamwork is to the process, as I believe meaningful insights are the result of intellectual mingling, and I focus on collaborating with and mentoring project teams so we succeed together.

Throughout my career I have been successful in applying my theory and approach at scale; be it a startup, independent shop, and most recently, within a large agency model. Using these principals as guidance, I've delivered top quality work as part of a large team, within a lean design team setting, and finally directly one on one with the client. The benefit of my design approach is that it seamlessly applies to various work methodologies and frameworks; from waterfall to agile and scrum to kanban and everything in between. My universal belief in strategy and well organized planning fosters a culture of encouragement and inspires everyone involved to strive for the best possible outcomes. As part of my approach, it is also important that growth measurement, analytics tracking, and success metrics are carefully monitored so that the team as a whole is reassured in their efforts.

While my approach has been highly effective, I do not believe in pushing clients' unique needs through a cookie-cutter method. Through my past experience, I've recognized that "cookie-cutter" rarely addresses clients' unique needs, and this reasoning is why I would love to see what challenges I can solve as part of your creative team.

As someone who has taken countless projects from blue-sky concept to multi-platformed executions, I believe my tech-focused attitude, collaborative spirit, and creative strategy make me the ideal candidate to drive success within your company.

My attached resume provides a more thorough look at my journey, my abilities, and my passion.

I thank you for your time and eagerly look forward to discussing how my contribution to the team can benefit your company, clients, and collaborators.

Sincerely,

JEFFREY JAMES WAGNER

