



JASON GRAFINGER
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WHO AM I?

I am a UI/UX & Graphic designer living in Brooklyn, NY who is passionate about all aspects of visual communication including interface design, illustration, animation, and typography. I love seeing the world, learning new things, and tasting new foods. It is important to me to seek out different perspectives because it's so easy to forget that the world is more grey than it is black and white.

WORK

ViewLift — Senior UX Designer *2012 – Current*
ViewLift is a platform startup offering an end-to-end OTT video solution to content providers. I designed and spec'ed mobile apps, websites, and apps for ten ft. streaming devices (AppleTV, Roku, etc.). As part of the design process, I would speak with clients to understand their needs, research the marketplace to understand the competition and existing solutions, and design quality, unique, and rewarding experiences. My career at ViewLift started as a Senior Front-end Developer, and I moved internally to the Product Team as a Senior UX Designer.

Reason Creative — Designer/Owner *2011 – Current*
Reason Creative is my design services company. I manage the entire project lifecycle including gathering requirements, managing relationships, working with clients who represent a third party (and keeping all parties happy), designing for web and print, developing code when needed, maintenance, and working with print shops.

Shindig — Senior Front-end Dev. *2011 – 2012*
Shindig is a startup that creates group video chat experiences ideal for lectures, conferences, and interviews. Here, I was part of the development team and managed the user onboarding experience.

EDUCATION

Univ. of Delaware *2006*
B.S., Computer Science

School of Visual Arts
Various Continuing Education courses

SKILLS

I am proficient with Sketch, PS/IL, InDesign, and After Effects.

I am also skilled in photography, photo post-production, art direction, concepting, challenging assumptions, asking the right questions, abstract thinking, and understanding problems.