



# Jason Cook

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User Experience Designer engaged at the intersection of people and design. Possesses a keen eye for detail and proven experience collaborating and leading in varied environments and team settings. Operates from the guiding conviction that people truly matter - their ideas, their unique perspectives, their hopes.

## Experience

### PROFESSIONAL SKILLS

User Research  
Comparative Analysis  
Interface Design  
Wireframes + Prototyping  
Heuristic Evaluation  
Usability Testing  
Presentation Design  
Graphic Design  
-  
Public Speaking  
Written Communication  
Organization  
Adaptive  
Professionalism  
-  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Sketch  
Balsamiq  
Webflow

### EDUCATION

General Assembly - UX Design Immersive  
Samford University - B.M. in Music

### FREELANCE UX/GRAPHIC DESIGNER NEWNAN, GA | AUGUST, 2019 - PRESENT

Worked with broad range of clients from medical services to real estate professionals, sporting goods repair and animal training services to provide UX/UI, graphic and website design services including:

- Logo and branding solutions from client consultation through conception and final design delivery
- Collateral digital and print media files including social media platform branding integrations
- Website planning, design, and development including comparative analysis, site map, content creation, information architecture, UI design, implementation

### USER EXPERIENCE DESIGN STUDENT- GENERAL ASSEMBLY ATLANTA, GA | MAY - AUGUST, 2019

Full-time immersive student in the User Experience Design program consisting of 400+ hours (over 10 weeks) at leading instructional institution providing high-level professional training. Worked on individual as well as collaborative projects encompassing UX/UI techniques of user research, competitive analysis, user persona creation, data synthesis, affinity mapping, information architecture, design studio, sketching, wireframe and prototype creation, presentation and storytelling. Developed prototype and high fidelity mockup solutions for the following projects:

- **Williams-Sonoma** - An e-commerce microsite focused on equipping and resourcing new cooks
- **Atlanta-Region Transit Link Authority** - A mobile app solution for agency coordinating public transit in metro Atlanta
- **The Homer Fund** - Redesigned website for internal-facing non-profit organization that makes crisis financial assistance available to over 400,000 employees of The Home Depot

### VOCATIONAL MINISTRY - VARIOUS 2000-2019

- **Graphic Design/Communications** - Designed and executed all top-level communications and marketing systems in keeping with strategic organization needs including digital, print, and video.
- **Training** - Developed and delivered essential resources and training to leaders and volunteers in environments ranging from instructional settings to special conferences and events including extensive curriculum assessment/implementation, and ongoing personnel development.
- **Event Planning** - Created, organized, and helmed overall responsibility for large-scale, off-site, multi-day event for 500+ people including all facets of ideation, vendors, logistics, promotion and production of event materials, key-note speaking and leadership for event team.

### MANAGER/GENERAL MANAGER - CHICK-FIL-A MOUNT PLEASANT, SC | JANUARY, 2010 - JULY, 2012

- Spearheaded the total operation and oversight of a \$3.5M annual business
- Directed and led 50+ restaurant employees, including management personnel, team leaders, and team members while monitoring for top employee performance
- Directed staffing transition and training during expansion of drive-thru facilities, ensuring customer experience remained consistently satisfying and expedient