

JR FAREL

Creative UX Designer of 6+ years on a mission to make positive change through innovative solutions and dynamic designs for mobile and web experiences.

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JR Farel Studio - Creative Direction and Strategic Design

2016 - Present, Stockholm, San Francisco & Remote

Web Design Design and build websites for a range of clients. Work with clients to outline their communication strategy, create wireframes and visual designs and build responsive websites. Provide ongoing site maintenance and/or empower client's team with a content management system. Specialize in using Webflow to implement sites quickly and efficiently.

Branding Lead the development of strategic brand identities for clients across multiple industries. Conduct research to uncover "the Why," understand the target audience, establish brand values, messaging and voice. Design logos, brand guides and visual systems and often provide ongoing design support.

Creative Direction Initially engaged to create the brand identity for Hollowick Home, role has grown to include ongoing creative direction. Oversee the creation of a large amount of content to launch their product line on Amazon. Collaborate with and provide direction to content creators on 3 different continents.

UX/UI Designer (contract) - Monj Health

2016 - 2021, Remote

Led the creative direction and design for all branding, UX & UI and visual designs for the mobile app, web app and dashboard. Collaborated with CTO and engineers to solve problems and create new products and features. Ran entire design process from initial prototypes to continued iteration. Conducted market research, user testing and design reviews with stakeholders.

Design Lead - Monj Health

2014 - 2016, San Francisco

Designed the UX & UI for the mobile app and created the brand identity and style guides. Established the visual design for marketing and sales teams, and built pitch decks for investors and prospective partners. Collaborated with Curriculum Development team to build product and educational program in parallel. Managed content production for videos and photos.

Big Bang Strategy - Project Leader & Designer

2012 - 2014, San Francisco

Project leader at an entrepreneurial strategy firm developing new businesses in the food, health and wellness space. Coordinated the first new product innovation project for a large international client. Conducted marketplace and consumer research, brand positioning workshops and supported focus group research.

Education

Massachusetts College of Art & Design

Boston, MA - 2011

Bachelor of Fine Arts - Industrial Design

Graduated with Distinction

Awards

2009 MCAD Design Excellence Award

2010 MCAD Design Leadership Award

2011 Bill Hannon Design Research Award

Tools

Sketch

Figma

InVision

InDesign

Illustrator

Photoshop

Webflow

Squarespace

Keynote

Powerpoint

Languages

English

Swedish (B2)