

JEFF CONDIT

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MY OBJECTIVE

I am looking for a place where my skills can be utilized to make the internet a more engaging and exciting experience. I am passionate about design and the psychology of user experience. I have training and experience with eCommerce navigation and designing for conversions. I constantly strive to learn more about user experience. I am team player, enjoy giving both written and oral presentations, and acting as a group leader. In my current position, I directly with top management (i.e. Vice President, President, and CEO). I love a fast paced environment, having new problems to solve, and I greatly enjoy interacting with people.

Some of the books I've recently read about usability and analytics include *Don't Make Me Think* by Steve Krug, *Landing Page Optimization* by Tim Ash, and *Web Analytics An Hour A Day* by Avinash Kaushik. I also keep up with industry blogs including *Web Analytics Demystified* and *Occam's Razor* by Avinash Kaushik. I recently attended the eMetrics Conference and the Conversion Conference in May.

SKILL SETS

Website Optimization and
Conversion Optimization

Web Analytics

Web Design using HTML/CSS,
some PHP/MySQL and Flash

Graphic Design using Photoshop,
Illustrator, and InDesign

3D design using Cinema 4D
and Maya

Video Editing using Final Cut Pro
and Adobe Premiere

Motion Design using Adobe After
Effects, Apple's Motion
and 3D software

EXPERIENCE

READING FOR EDUCATION

USER EXPERIENCE AND CONVERSION SPECIALIST 8/08 – PRESENT

As the User Experience and Conversion Specialist, my job is to make sure the executive's, system managers', and customers' needs are addressed. I work directly with the executives to coordinate different branding decisions as well as email campaigns. My duties include running A/B and Multi-Variant testing and using Google Analytics to determine which marketing campaigns are the most effective. I have attended the Adobe MAX 2009 conference, the eMetrics 2010 Conference and am currently studying for my WAA (Web Analytics Association) Certification.

Duties

- Run A/B Test on Websites.
- Run Multi-Variant Tests on web elements.
- Design and Develop multiple websites as well as databases.
- Coordinate PHP/MySQL projects with development team.
- Provide Technical and Best Practice support for email marketing.
- Design Flash Elements for websites.
- Edit videos for online presentations.
- Provide Search Engine Optimization for Websites.
- Maintain Pay-Per-Click campaigns.
- Design print projects.

OUTDOORS INTERACTIVE

FREELANCE VIDEO EDITOR 3/09

Outdoors Interactive (www.oidesigngroup.com) is a firm that specializes in web design, graphic design, and media design with a focus on nature. They produce multiple television shows as well. As an independent consultant, I helped create a pilot that drew footage from three different hunting expeditions. My chief task was to create an integrated, seamless narrative from the three separate trips.

Duties

- Edited the pilot webisode for High Adventure Journal, a big game hunting show.
- Captured and Manipulated the footage.
- View the clip at <http://vimeo.com/3030978>

MAGNETIC DREAMS ANIMATION STUDIO

INTERN 1/08 - 5/08

As a final year undergraduate intern, I sought out as many learning opportunities as I could. Fortunately the staff at Magnetic Dreams were very gracious and generous in letting me do so. I was treated as a full team member and given tasks and projects to work on independently. That experience provided me with many insights into how creativity and productivity coexist to enhance a company.

Duties

- exture Management for Veggie Tales and 321 Penguins Animated Shorts.
- Compositing for Sesame Street Segments.
- Edited Video.

EDUCATION

MIDDLE TENNESSEE STATE UNIVERSITY
BACHELORS DEGREE IN MASS COMMUNICATION

1/05 -5/08

While at MTSU, I studied in the Digital Animation program, which teaches students skills in TV production, journalism, Motion Graphics and 3D Animation. I also have an Art Minor. In my minor studies, I chose to focus on Graphic Design. I was awarded the Outstanding Senior in the Animation Department.

REFERENCES

DON CULWELL EXECUTIVE
VICE PRESIDENT

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