Vincent Palumbo
UX/UI Designer & Video Editor

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Work Experience

JAXJOX – Senior UX/UI Designer (Remote)
Mar 2021 – Sep 2022,   Redmond, WA

- Redesigned the JAXJOX website and enhanced the overall user experience, site structure, and flow to increase conversions and improve customer experience.
- Designed all email nurture campaigns, banner ads, and social ads to help drive qualified traffic to the website and reach new customers.
- Worked closely with the product team to develop new design solutions to help increase adoption and drive retention for the software apps.
- Worked with the Founder and VP of Marketing to design investor presentations and develop brand design strategies.
- Retouched brand photos and created templates used for digital marketing efforts. Edited video footage for promotional content and created social posts for the marketing team.

Charter Communications – Senior Designer
Jun 2019 – Mar 2021,   Stamford, CT

- Assisted with brand development and implemented the brand guidelines for digital and print materials to ensure all departments maintained consistency.
- Designed campaign landing pages for new and existing customers.
- Designed out-of-home ads for billboards, sports arenas, raceways, and the NYC subway and buses.
- Worked with different brand teams to create digital banner ads, booklets, pamphlets, and print assets for internal communication at Charter.

York & Chapel – UX/UI Designer, Video Producer & Editor
Jun 2014 – Jan 2019,   Shelton, CT

- Designed responsive websites/apps and worked on creating user personas to guide the information architecture of a website.
- Assessed how many different template types should exist and created wireframes for a user's flow within the website.
- Photographed and retouched products our clients would sell in their online stores. Storyboarded, filmed, and edited promotional videos.
- Worked on projects in industries such as tech, fashion, beauty, and fitness.
- Built an in-house podcast studio that allowed for audio and video recording. Responsible for all audio, camera, and lighting setup as the Technical Director, Editor, and Live Switcher for the video and audio podcasts.

Stew Leonard's – Graphic Designer
Jan 2013 – Dec 2018,   Norwalk, CT

Mafcote – Graphic Designer
Dec 2012 – Jun 2014,   Norwalk, CT

Sign-A-Rama – Graphic Designer & Production Lead
Jun 2011 – Nov 2012,   Stamford, CT

Skills

Design: UX/UI for responsive websites and apps, wireframes and mockups, prototyping, icons, logos, banner ads, social media ads, print design, large format printing

Video/Photo: Video Editing, Video Production, YouTube Production, Motion-Graphics, Lower Thirds, Digital Photography, Photo Retouching

Podcasts: Audio/Video Podcast Recording, Podcast Production, Sound Editing

Tools: Sketch, Figma, Adobe XD, Illustrator, Photoshop, Lightroom, InDesign, Premiere Pro, After Effects, Audition, Bridge, Canva, Final Cut Pro, iMovie, DaVinci Resolve, Frame.io, JW Player

Invision, Slack, Jira, Miro, Trello, Basecamp, Monday, ProWorkFlow, G-Suite, Microsoft Office, Libsyn, Podiant, MailChimp, MoEngage, HubSpot, Constant Contact, WordPress, Sublime Text

Programming: Basic experience with HTML & CSS

OS: macOS, Windows

Interests: New tech & gadgets, crypto, investing, home renovation, gaming, soccer, and cooking

Education

University of Connecticut – BFA Illustration
May 2010,   Storrs, CT

Awards

Muse Creative Awards – JAXJOX Website
2017 Gold Winner

GDUSA – Y&C Website
2017 American Web Design Award

GDUSA – Buckman Coffee Factory Website
2016 American Graphic Design Award

UCONN Film Festival – "Poison"
2010 Best Film