

Jeff Deibel

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SUMMARY

10+ years experience helping companies solve business problems with design-driven solutions. Passionate about using digital strategies to bring richer context to user engagements.

EXPERIENCE

Associate Creative Director

Leo Burnett // August 2015 – Present

- Creative leadership role within multidisciplinary team to deliver CRM goals of Fortune 500 companies including: Samsung, Marlboro, Kellogg's, ComEd
- Concept and design digital campaigns for national and global audiences including: interactive(AR) direct mailers, immersive 360° content, native app gaming experiences, responsive websites
- Collaborate with leadership to integrate mobile-first, human-centered design methodologies into digital team process
- Concept, art direct and launch loyalty program atop a component-based design system through a series of design sprints in an Agile environment
- Mobile UI/UX lead responsible for ensuring a holistic, consistent user journey and experience across entire brand portfolio
- Present strategies and high-fidelity prototypes to clients to better sell-in concepts
- Enhance UX and refine UI of existing brand experiences utilizing user research

UI/UX Design Lead & Web Developer

Jeffrey D. Creative // April 2007 – August 2015

- Concept and design mobile-first responsive digital experiences to delight users and meet business objectives for clients, including: Verizon, The Home Depot, Chipotle, Epsilon, U.S. Cellular, Simon Casting, The Neo-Futurists
- Concept and create UI/UX design for The Home Depot promotion resulting in an increase of 96K new mobile subscribers over a 2-week period
- Concept and design mobile app for The Home Depot, driving 84% of users into their mobile commerce platform
- Design multi-modal interactive gaming experience for U.S. Cellular's footprint at Miller Park
- Design and develop responsive websites and content management systems using HTML, CSS/Sass, PHP and Javascript

Webmaster

Jam Productions // October 2005 – July 2012

- Design and lead development of web app for MillerCoors' concert ticket fulfillment program
- Lead redesign of jamevents.com with emphasis on UX and modernizing HTML/CSS (*Buh-bye, Flash!*), resulting in a 400% increase in the average user visit length
- Maintain jamusa.com, design various microsites and implement social media initiatives including ticket giveaways
- Design and deploy weekly email marketing campaigns with a reach of 500K consumers, driving \$255K in direct sales and \$2.3M in indirect sales yearly

Experiential Marketer

Marketing Werks // April 2005 – October 2005

- Represent Verizon Wireless as a brand ambassador throughout the Midwest and employ guerilla marketing tactics to engage with teen demographic

TECHNICAL SKILLS

Disciplines

Digital Strategy, Art Direction, UX, UI, Responsive web design & development, Agile methodology, Typography

Languages

HTML, CSS, Sass, Javascript, jQuery, JSON, PHP, eu posso pedir uma cerveja em Português

Programs

Photoshop, Illustrator, InDesign, XD, Lightroom, Adobe Experience Manager, Sketch, InVision, Marvel, Keynote, Powerpoint, Sublime Text, Codekit, Mailchimp

EDUCATION

Missouri State University

Bachelors of Science // Marketing – Advertising & Promotions

- Graduated Cum Laude
- Missouri State University Ad Club