

# Justin Winslow

## Multimedia Designer

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### OBJECTIVE

Utilize my diverse talents as a multimedia designer with a focus on web and interface design.

### EXPERIENCE

**User Interface Analyst - Designer**, USAA, [www.usaa.com](http://www.usaa.com), San Antonio, Texas  
September 2007 to Present

- Aided in house marketing team in developing promotional emails, landing pages, banners and other multimedia advertising initiatives saving the company \$1 million in 2009
- Developed concepts for the future of on-line financial transactions including the future of auto acquisition which became a \$26 million project
- Redesigned USAA's online career center to create an effortless experience for future candidates
- Brought 3rd party development of e-mail marketing in house saving \$300,000 per year
- Worked as lead designer for marketing Newsletters maintaining 30+% open rate and 6+% click through for 60,000+ recipients (industry average for 2009 was 19% and 3% respectively)
- Created a CSS frame work for handling styling of accent images saving 10GB of weekly data transfer for the My Accounts page alone
- Worked directly with product managers to create interfaces for on-line product acquisition and account maintenance

**Freelance Designer**, [www.jwindesign.com](http://www.jwindesign.com)  
June 2006 to Present

- Web design using graphic editing programs assembled into a web package using a combination of HTML, CSS, PHP and Javascript
- Created a variety of print materials for diverse organizations and individuals
- Design ranged from basic templates to full blown content managed sites
- Worked primarily with jQuery for advanced animation, an example of which can be found on [jwindesign.com](http://jwindesign.com) with the modal window presentation.

### SKILLS/SOFTWARE

Director **Dreamweaver** **Flash** **Illustrator** **InDesign** **Photoshop** **Premiere**  
**AJAX** **ASP** **CSS** **HTML** **Javascript** **jQuery** **PHP** **Web Standards**

### EDUCATION

Duquesne University, Pittsburgh, Pennsylvania  
Bachelor of Music Technology/Sound Recording  
August 2003 to May 2007  
3.7 GPA on 4.0 scale