

# JON DARLING

Motion Graphic Designer



[jondarlingstudio@gmail.com](mailto:jondarlingstudio@gmail.com)



917-573-0017



[jondarlingstudio.com](http://jondarlingstudio.com)

Creative professional with 3+ years of experience in motion, graphic and web design. Looking for opportunities to advance my skill set, grow with a team, and deliver quality work.

## Relevant Experience

### Freelance @ jondarlingstudio.com

Jan 2020 – Present // New York, NY

- Work on client-based projects from concept to production as well as managed project deliverables, budgets, and timelines
- Sketch, prototype and build custom sites from scratch using Gatsby, React, WordPress, and other CMS platforms
- Create custom lyric videos using After Effects and Premiere Pro
- Design customized landing pages for iOne Digital using motion, graphic, and web design
- Improved email capture overlays and inline ads for InsideHook, a men's luxury lifestyle website, that generated 20,000 new leads in three months

### Internship @ iOne Digital

Sept 2019 – Dec 2019 // New York, NY

- Built Animated Gifs and infographics in After Effects for email house ad placement
- Contributed to development of new branding style guides for local and national brands
- Redesigned and updated various landing pages, web banners, and digitally illustrated icons using Adobe suite, HTML, CSS and JS
- Support Development and WordPress VIP teams on troubleshooting and improving customized WordPress themes
- Partnered with Audience Development team to design new email templates for A/B testing on Sailthru for seven different national web sites, improving open and click through rates by 21% and 14%, respectively
- Configured and implemented Quality Assurance testing inside the WordPress staging sites to ensure widget and CSS stylesheet functionality

## Skills

### Design

Full Adobe Suite

- After Effects
- Premier Pro
- Illustrator
- InDesign
- Photoshop
- Sketch / XD

### Programming Languages

JavaScript (ES6), Re, HTML, CSS/SASS, GraphQL, PHP

### Libraries & Frameworks

jQuery, React, Gatsby, Node.js

### Tools & Platforms

Git, Netlify, Heroku, Contentful, WordPress, Firebase

### Project Management

Jira, Basecamp, Excel, Google Docs

## Education

Borough of Manhattan Community College - Class of 2020

## Interests

Music, cooking, health & fitness