

**Edward "Big Ed" Jasek**

Designer, Artist, Wanna-be Rancher, Nice Guy

P. O. Box 7002, Waco, Texas 76714

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## Designer, Artist, Wanna-be Rancher, Nice Guy

➡ Valuable experience below

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**Freelance Designer/Starving Artist****DigitalRanchette.com, Waco, TX**

October 2013 - Present

Since 2013, I've worked as a freelance designer, focusing primarily on graphic design and web/technology consulting for small to medium-sized businesses. On the side, I moonlight as a starving artist, producing art that rarely sells, but enjoying the wine filled late nights in the studio more often than is probably healthy.

**Web Designer****SoftLayer Technologies, Inc., Plano, TX**

January 2007 - September 2013

Responsible for oversight and management of a team focused on the development and maintenance of all SoftLayer sites – internal and external – as well as assisting the Marketing department with sales and marketing needs. Regular responsibilities included:

- Design, development, oversight and management of www.softlayer.com and manage.softlayer.com (SoftLayer's Customer Account Management Portal)
- Design and development of micro sites for new products and services
- Act as technical liaison between Marketing and other internal development teams
- Advise marketing executives on web technologies, tactics, and strategies available to enable or enhance current marketing initiatives
- Identify opportunities for project and process redesign and improvement

**Consultant, User Experience****Susan G. Komen Breast Cancer Foundation, Dallas, TX**

March 2006 - August 2006

Provided leadership and direction to the Web Application Development Group in the essential area of User Experience and GUI development for a complete redesign of the foundation's web site. Regular responsibilities included:

- Generation of new GUI based on common sets of HCI, graphic design, interface design and other relevant theories
- Creation of prototypes at different levels of fidelity: paper, wireframe and functional
- Creation of visual elements such as icons, custom widgets, window treatments and graphical layouts
- Collaborate with other members of the Web Application Development Group to develop concepts of key additions and edits for a variety of web tools
- Communicate designs to development team and provide definition and direction during testing and implementation

**Consultant, User Experience****Blockdot Inc., Dallas, TX**

September 2005 - February 2006

As a consultant for the Kewlbox Game Network, played a brief but pivotal role in the growth and forward movement of Kewlbox.com, Boxerjam.com and numerous third-party casual gaming sites developed and maintained by Blockdot Inc. Regular responsibilities included:

- Development and management of strategic vision and road map for multiple web properties
- Provide leadership, direction and project management to a cross-functional team
- Identify and promote the development of new site enhancements
- Collection and analysis of user feedback, partner needs and product catalogs to assist in generation of site design requirements
- Work with marketing to guide design and execution of brand strategy, positioning, messaging and customer targeting
- Provide guidance to designers on optimal layout, design and overall user experience
- Drive and manage usability testing
- Collaborate with development and design teams, defining and refining requirements during development process

➡ Additional information on following page

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**Senior Web Developer****The Planet Internet Service Inc., Dallas, TX**

March 2001 - August 2005

As Senior Web Developer, responsible for oversight management of a team focused on the development and maintenance of all Planet sites – internal and external – as well as assisting the Marketing department with sales and marketing needs. Regular responsibilities included:

- Oversight and management of four B-to-C product web sites
- Oversight and management of Orbit™, The Planet's Customer Account Management Portal
- Design and development of micro sites for new products and services
- Act as technical liaison between Marketing and other internal development teams
- Advise marketing executives on web technologies, tactics, and strategies available to enable or enhance current marketing initiatives
- Identify opportunities for project and process redesign and improvement

**Consultant, User Experience****Satama Interactive, Dallas, TX**

November 2000 - February 2001

As a consultant for Satama Interactive's Telecom Group, was responsible for several North American projects for Satama Interactive's largest client, Nokia Inc. In addition to typical project management responsibilities, also played a key consulting roll on various mobile internet projects for companies such as Nokia, TGIFriday's and internal Satama mobile development. Regular responsibilities included:

- Establishment of technical, functional and business requirements for all projects
- Development of detailed project plans including budgets and resource plans
- Management of project resources on strategic engagements
- Development of e-business solutions designed to assist client in achieving business objectives

**Director, E-Commerce****Associates First Capital Corporation (Now CitiFinancial Inc.), Irving, TX**

October 1999 - September 2000

As a Director for the Associates E-Commerce division, performed a hybrid roll of e-commerce evangelist, expert consultant, art director and producer, and project manager for a diverse group of internal clients. Clients' business focus ranged from credit insurance, to home equity loans, to auto club memberships, to relocation services. Most significant achievement was the introduction of yesbroker.com, a broker-focused real estate lending site that enabled Associates First Capital Corporation to successfully take the first steps towards migrating core business to the internet. Regular responsibilities included:

- Identify e-commerce opportunities for internal clients
- Engagement of executives in discussions of e-business and its potential impact on their business model and strategy
- Development of strategies to attain best performance from teams of internal developers and external consultants
- Manage teams of consultants on strategic e-business engagements
- Advise clients on web technologies, tactics, and strategies to enable their current electronic business initiatives

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References Available Upon Request

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➡ Valuable experience continued...

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**Manager, Electronic Communications****Associates First Capital Corporation (Now CitiFinancial Inc.), Irving, TX**

February 1999 - September 2000

As Electronic Communications Manager, was responsible for company-wide overhaul of corporate intranet, which had grown organically and without centralized management for previous three years. Successfully re-engineered, redeveloped, and relaunched system in a span of eight months and significantly under budget. Upon completion of rollout, accepted Director position with company's fledgling E-Commerce Division. Regular responsibilities included:

- Project and process management of on- and off-site developers and contractors
- Work closely with senior management, IT staff, and internal users to define system architecture, interface design and supporting technologies
- Conduct daily development meetings to discuss various development challenges, and identify best solutions
- Work closely with designers and developers to continually enhance the interface, functionality, and feature sets of the many projects developed and maintained by the organization

**Director, Intranet Technology Group****True North Communications (Interpublic Group, Inc.), Chicago, IL**

June 1997 - January 1999

As Director, held oversight and management responsibility for a team of 10 developers and designers as well as remote IS sub-contractors. During tenure, presided over the development of intranets and/or extranets for S.C. Johnson Wax, Kimberly-Clark, Chrysler, Kraft, and numerous smaller organizations. Initiated development of True North Communications' Corporate Intranet. This system, when completed, linked approximately 11,000 employees in over 300 offices internationally. Regular responsibilities included:

- Department and personnel management
- Establishment and management annual operating budget
- Solicitation of new business
- Regular client contact and relationship management
- Management of off-site consultants as necessary
- Work closely with developers to define best system architecture, feature set and supporting technologies projects

**Consultant/Senior Technologist****True North Communications (Interpublic Group, Inc.), Chicago, IL**

March 1996 - May 1997

Initially enlisted as a consultant to jump start a near dead effort to develop an agency/client extranet connecting S.C. Johnson Wax and Foote, Cone & Belding, a global advertising agency held by True North Communications. When completed, the system contained a Digital Asset Library warehousing all advertising and collateral materials developed by Foote, Cone & Belding during its 70+ years of servicing S.C. Johnson's products worldwide; an online research library housing current and historic market, product, and consumer-oriented research; a global directory; collaboration suites offering real-time and near-time collaboration among employees and groups. This system connected offices in 23 countries on five continents, in addition to providing roaming, off-site access to any authorized user. Successes in this position led to promotion to Director, Intranet Technology Group. Regular responsibilities included:

- Definition of system architecture and oversee initial installation and configuration
- Work with Sybase representatives to install SQL server, model necessary databases, and enable remote replication
- Management of all aspects of GUI from the initial proposal of possible interface models through final production
- Work with IS department personnel in remote offices to coordinate the delivery and proper configuration of proxy servers to 23 international offices
- Coordinate utilization of independent consultants when necessary for local and remote development and support
- Work with Corporate Communications to develop internal marketing efforts to promote initial system rollout

➡ Valuable skills overview on following page

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Valuable skills overview

Design Skill	Level	Years	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
Adobe Dimensions	Good																
Adobe Illustrator	Advanced																
Adobe InDesign	Expert																
Adobe Pagemaker	Expert																
Adobe Photoshop	Expert																
Adobe Premier	Good																
Macromedia Director	Good																
Macromedia Fireworks	Advanced																
Macromedia Flash	Advanced																
Macromedia Freehand	Advanced																
Quark XPress	Expert																

Development Skill	Level	Years	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
Adobe Dreamweaver	Expert																
Adobe ColdFusion	Good																
ASP	Good																
DHTML	Expert																
HTML	Expert																
WML	Good																
XML	Advanced																
Java	Good																
JavaScript	Advanced																
PHP	Advanced																
SQL	Good																

Other Skill	Level	Years	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
Graphic Design	Expert																
Web Development	Expert																
Project Management	Expert																
Trouble Shooting	Advanced																
Copywriting	Advanced																
Presentation	Advanced																
Horsemanship	Advanced																
Steer Roping	Good																

Valuable skills overview

**Still have a question?  
 Need more information?**

Questions or requests for additional information should be directed to Edward Jasek at the physical or e-mail address provided.

**A motto? Sure, I've got one.**

A full day's work.  
 A strong back.  
 A fair wage.