



**Jamie Noon**

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## Education

### Arizona State University – Ira A. Fulton Schools of Engineering, Mesa, Arizona

Master of Science (M.S.), Technology – Graphic Information Technology

Grade Point Average (GPA): 4.00/4.00

Bachelor of Science (B.S.), Graphic Information Technology

Degree Honors: Summa Cum Laude

Grade Point Average (GPA): 4.00/4.00

## Skills

| Languages and Technologies | Applications  | Digital Marketing   |
|----------------------------|---|---|
| HTML5/HTML, HAML           | Adobe Creative Cloud (Adobe XD, Photoshop, Illustrator, InDesign) | Google Analytics  |
| CSS3/CSS, SASS             | Axure, Sketch, InVision   | Pardot  |
| JavaScript, jQuery         |   | Social Media and Analytics (Twitter, Facebook, Instagram, et al.) |
| Ruby on Rails              |   |   |
| Version Control (Git)      |   |   |

## Experience

### Digital Designer, 10x Genomics; Pleasanton, California – 2020-Present

This role supports the Commercial Marketing Team, helping to shape design for 10x Genomics' user experience, while continuing to refine digital brand standards and support front-end development.

### Senior Web Designer, Simpson Strong-Tie; Pleasanton, California – 2018-2020

- Produce wireframes to conceptualize UI designs across web and mobile platforms, translating visual designs into semantic and compliant code
- Work with cross-functional teams to generate a clear ideation and digital strategy for automated marketing campaigns, creating user flow charts that communicate the user experience while meeting the needs of the stakeholders
- Provide direction to the creative team to ensure a consistent design approach and a unified digital presence, seeing that all work meets in-house coding and user interface design standards
- Hand-code and implement updated and responsive email templates to meet current best practices, while maintaining brand identity and consistency across various email marketing campaigns
- Perform A/B testing to strategize and optimize content, resulting in higher open and click-through rates

### Designer and Developer, Jamie Noon; San Ramon, California – 2010-Present

- Developed, designed, and maintained custom web applications (notarydepot.com, tilyamakeit.com, jamielynnoon.com, and noonstunes.com) utilizing web technologies: Ruby on Rails, HTML5, CSS3, SASS, JavaScript, jQuery, and Git
- Designed and conducted targeted usability tests to ensure and continually improve usability across multiple devices and browsers
- Designed logos and marketing collaterals while defining brand identities
- Integrated social media and responsive web design techniques

### UX Designer, Notary Depot; San Ramon, California – 2014-2017

- Created wireframes and prototypes, and translated them to responsive code
- Completed user research to identify opportunities for improving Notary Depot's web presence, social media strategy, and SEO ranking
- Conducted and analyzed remote usability tests (tree testing, qualitative research, first click testing) in order to propose a responsive redesign of the website, which resulted in increased user traffic, engagement, and retention upon implementation
- Redefined the brand identity and logo design