



John Przepadlo Strott

**Objective:** To obtain a position where I can impart my experiences in design, share ideas and goals with an enthusiastic team and expand my own creative, and business skill-set, in an effort to contribute positively to company growth.

**Skills:** Mac OS, Windows, Adobe Creative Suite 5 (Photoshop, Illustrator, Indesign, Dreamweaver, Flash, Acrobat/PDF), QuarkXPress, Balsamiq, OmniGraffle, Axure RP, InVision, Omniture SiteCatalyst, Google Analytics, EditPlus, Notepad, Handwritten CSS3, HTML5, XHTML, JS, jQuery, MS Office (Word, PowerPoint, Excel), VSS, CMS, Joomla, WordPress

**Experience:** STOCKTWITS, Coronado, CA July 2011 - Present  
Senior Designer, User Experience

- Provide design direction and critical guidance defining the overall visual language for web, mobile, extensions, apps and marketing materials.
- Convert product requirements into elegant, detailed visual designs including interaction models, user task flows and UI that promotes ease of use and optimizes the user experience.
- Communicate design choices to internal leaders and stakeholders driven by research, business requirements, technical specifications and strong design foundations.

BLINDSGALORE, San Diego, CA April 2007 - July 2011  
Creative Director, User Experience Lead

- Plan, design, create new and redesign existing web user interfaces, based on a foundation of user testing and web analytics research, using Adobe CS5 and OmniGraffle. Implement UI through DreamWeaver with XHTML, CSS and jQuery.
- Develop brand strategies and identity packages with Illustrator and InDesign for print usage and implement branding with PhotoShop across web mediums.
- Manage the in-house staff and off-site contractors while executing creative projects in support of Merchandising, IT and Marketing efforts.

AUTOANYTHING, San Diego, CA Sept 2005 - April 2007  
Senior Web Designer

- Designed and created aesthetically pleasing user interfaces using PhotoShop, incorporate usability best practices and drive the marketing objective. Front-end development was completed in DreamWeaver using W3C standard, handwritten XHTML & CSS that allowed the site to remain SEO friendly.
- Planned, designed and managed corporate identity and print assets using Adobe CS that included ten monthly multi-page ads in national automotive magazines.
- Managed creative and administrative aspects of art the department and staff.



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Experience: SAN DIEGO COUNTY BAR ASSOC., San Diego, CA Feb 2003 - Sept 2005  
Graphic and Web Designer

- Designed layouts, edited monthly publications and annual directory in QuarkXpress and InDesign, handled art production and digital photography using PhotoShop.
- Redeveloped the web site using DreamWeaver to upgrade it's core HTML and CSS technologies and implemented frequent updates and site expansions.
- Performed daily design tasks and general communications department administration.

HARRINGTON COMMUNICATIONS, Springfield, NJ Summer 2002  
Graphic and Web Design Intern

- Ran art production in PhotoShop and created Flash elements for agency's website.
- Developed and Implemented agency's HTML newsletter.
- Designed marketing agency's postcard campaign for direct mail promotion.

Start ups: APPLEKRISPER, La Jolla, CA March 2009 - October 2010  
President, CEO

- E-commerce start-up venture selling accessories for apple products.

WEST COAST SUNSETS, La Jolla, CA November 2003 - December 2008  
Creative Director, General Partner

- E-commerce start-up venture selling landscape photography.

Education: PENNSYLVANIA STATE UNIVERSITY, State College, PA 1998 - 2002  
B.A., Integrative Arts, Graphic and Web Design

Awards: LUMINARY AWARD, National Association of Bar Executives 2005  
Excellence in Publications, Special Annual Publications

- The annual lawyer directory (2005) received the highest honor for best annual publication. I designed and produced the 600-page book for the SDCBA.

Associations: AIGA, San Diego Chapter (American Institute of Graphic Arts)  
UX Professionals Group  
W3C Cascading Style Sheets Working Group Participant  
SoCal Action Sports Network Group