JASON LOCASCIO

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LEARNED

Texas State University

BFA in Communication Design | 2011 | Magna Cum Laude
College of Fine Arts and Communication Council of Scholars member

APPLIED

USAA, Remote (Colorado Springs, CO)

Employed: September 2016 to Present

Position held: UI/UX Designer

Responsibilities: Daily collaboration with partners across design, development, business, product owners, publishing, content, legal, quality assurance, accessibility, and compliance. Define and maintain USAA's Reveille design system and all necessary guidance, standards documentation, and development hand-off assets. Host regular office hours to identify enhancements, resolve defects, and stay abreast of new business requirements within the design system. Define site IA and page types for Adobe Experience Manager transformation. Facilitate human centered design workshops to craft effective and accessible user experiences for USAA's products. Conduct research and develop test plans.

K Roberts & Co, San Antonio, TX

Employed: January 2014 to July 2016

Position held: Graphic Designer / Art Director

Responsibilities: Oversee all creative aspects of agency output.Conceptualize and design client branding, ad campaigns, and collateral materials, for both physical and digital mediums. UI/UX design of digital storefronts and email campaigns. Basic front end web development. Manage print and production jobs and oversee press checks. Coordinate with vendors and service providers. Maintain office infrastructure.

The Roberts Group, San Antonio, TX

Employed: January 2013 to December 2013

Position held: Graphic Designer

Responsibilities: The Roberts Group rebranded to become K Roberts & Co, therefore all responsibilities are the same as above.

SKILLED

Hard Skills:			
	Figma	Photoshop	UserZoom.com
	Sketch	Illustrator	UserTesting.com
	InVision	Indesign	Axure RP
	Mural	Adobe Experience Manager	Basic HTML/CSS

Soft Skills:		
	Human Centered Design (HCD) Principles	Facilitation and Presentation
	Design Research	Accessible Design (A11y)
	Systems Design	