

Jason Craig

<http://jcwebcreate.com>

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Summary

Passionate web developer and designer who enjoys learning how to use new techniques and development tools to create professional, visually appealing web sites. Experienced in taking client requirements and ideas and turning them into engaging, responsive web designs.

Technical Skills

Strong: HTML, CSS, Photoshop, Atom Editor, MS Office, MS Access

Intermediate: PHP, MySQL, jQuery, JavaScript, WordPress, Zen Cart, OpenCart, Visual Studio

Experience With: VB, VB.NET, C#.NET, Java, SQL, Eclipse, Shopify, Drupal

Professional Experience

Freelance Web Developer/Designer | 2011 - Present

iInspire, LLC | iinspirellc.com | 2018 – Present

I took over day-to-day management of this site, with an emphasis on SEO and analytics to increase viewership. My initial strategy involved site reorganization and minor design changes to unify elements across the site and simplify navigation. I then focused on increasing the amount of relevant content and creating targeted search engine markup for specific searches important to the client.

Additionally, I contracted to create a “Products” page, as well as individual “Product Information/Buy pages” so that consumers could buy directly from the site instead of being directed to an external Etsy store. Given the relatively low number of products I opted for the simpler approach of creating Paypal Buy buttons to handle online transactions, as opposed to a full-fledged shopping cart system. This eliminated the need for added security, personal information handling, and payment gateway setup, plus it was a lot less costly for the client. I kept with the color palette, fonts, and general design of the original site creating a seamless experience for the user who navigates between newer and older pages.

Aurora Lions Club | auroralions.org & aurorafarmersfair.org | 2015 – Present

Two websites that were hard to navigate and visually unappealing, were made functional, engaging, and simple to update without knowing code. I used color palettes that had significance to the sites’ subjects, simplified navigation, and added pop-up contact forms, picture sliders, lightbox galleries, and social media to increase user interactivity. I transferred both domains to client-controlled hosting and provided tutorial services to the clients to show

them how to make minor alterations to their sites. Currently, I add or update content as the client requests it (2 – 3 times/year).

City of Aurora | aurora.in.us | 2011 – Present

I oversaw three redesigns of this site. The first update saw a conversion from a tables layout to more modern HTML/CSS, while keeping the look of the previous site. The result was a unified design, instead of a jumble of disparate pages. The second redesign involved a new color palette, textures, logos, and images that was more reflective of the City, while keeping some of the layout from the previous iteration.

The last redesign kept the look of the previous iteration, while shifting the focus of the site from purely informational, to selling the appeal of the City to future residents and businesses. This required a redesign of the navigation, a large increase in the number of pages and content, and specific targeting of information to users. I worked with the City Manager and the Economic Development office for Dearborn County to complete this goal. I currently manage updates and additions to the site remotely as needed by the City (15 – 30 hours/month).

Tremain's Lawn & Landscape | tremainslawn.com | November 2017 – January 2018

I worked with the owner to replace an existing non-responsive, template site. I designed a bright, vibrant site that was easily navigated, engaging, and drew the user to contact the business for service. The site is responsive, and features a jQuery lightbox gallery. In addition to publishing the site, I also transferred the domain to a new hosting service.

Affordable Tax Services | affordabletaxin.com | May 2017 – November 2017

The owner wanted to make her accounting business a full-time enterprise, so she wanted a website to help draw in clients. She also wanted to make use of a third-party scheduling software to reduce the time needed to talk personally to schedule appointments. I designed a responsive site that integrates the scheduling software seamlessly (which is also responsive).

River View Cemetery | aurorariverviewcemetery.com | August 2016 – November 2017

I collaborated with several board members to create a design that was simple and elegant; reflective of the Victorian-era designed cemetery. I was given a logo and a basic color and built the site around them. While the subject might seem macabre, the cemetery space is quite scenic and peaceful. I tried to capture this aspect with images that I used throughout the site. The site is responsive and features a jQuery lightbox gallery that showcases the scenic views and interesting points around the cemetery.

Southeastern Career Center | sccusa.org | January 2016 – April 2016

Replaced an aging templated website riddled with broken links and misplaced information with a custom, responsive website utilizing the Bootstrap framework. Created new logos and based the color palette around them. Used interactive design to guide users to their desired information and make it more accessible with downloadable/printable content.

360 Ink (formerly BMBA Signs & Apparel) | 360ink.ink | October 2012 – May 2015

Developed several CMS blog and ecommerce sites. Created an initial online store design with Zen Cart, but later moved to OpenCart. Created two sites with OpenCart. Both were responsive, templated PHP/MySQL sites with admin back ends. The first under the *BMBA* logo, and its replacement under *360 Ink*. In both cases, I altered some of the PHP and added XML plugins to customize features for the client. I completely populated both websites with product information and images, and used Photoshop to develop logos and banner ads. I also set up and launched a number of WordPress and set up initial templates for those sites.

Miscellaneous Employment | 1996 - 2011

Batch processor for a catalog order company, Quality control for car parts manufacturer, Painted dorm rooms, Data entry for a bank headquarters, Packager for a pharmaceutical company, Warehouse worker for a supplement company, Mail room worker for an insurance corporation, Bagging attendant for a grocery store, and Cook for a fast-food chain.

Education

Indiana University

Bachelor of Science in Business Administration
GPA: 3.89

Completed December 2014

Ivy Tech Community College

Associate of Applied Science in Information Systems
GPA: 4.00

Completed May 2013

Technical Certificate in Visual Programming

Completed May 2013

Technical Certificate in Information Systems

Completed December 2013