

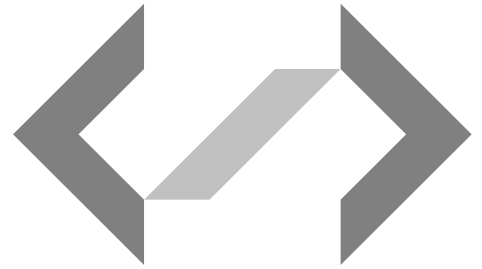


Jason Katzwinkel

Front-End Designer & Developer

Over fifteen years of experience designing and building concepts, print-ready goods and digital interfaces for enterprise-grade clients.

Review my portfolio at www.katzwinkel.com



Professional History

August 2017 through October 2025

Tampa Bay Times

Software Developer II

- Designed and implemented responsive, accessible website features for a high-traffic news organization.
- Worked with stakeholders to conceptualize, plan and realize features to meet internal company needs.
- Performed A/B testing on web assets to optimize performance, engagement, and conversion metrics.
- Provided stakeholders with data analysis of site trends, friction and possible courses of action.

2014 through October 2017

Raymond James Financial

Art Director

- Directed and managed the design workflow for print and digital marketing materials, including animated HTML5 ads, brochures, newsletters, presentations, convention display materials and reusable websites.
- Conceived and produced graphic visual assets for use and reuse by franchisees under the Raymond James umbrella.
- Worked with printers at their facilities to ensure quality on finished print runs.

2013 through 2014

FreightCenter

Senior Manager of Creative Services

- Directed a small team of web and graphic designers to produce digital and visual assets aligned with brand standards and business objectives.

Professional History continued on opposite side...

Skills

Graphic design and layout
Front-end design
Front-end development
3D modeling and rendering
Dilettantish data analysis

Tools

HTML
CSS
SASS
JavaScript
React Hooks

Platforms

Figma
Blender
Affinity Suite
VS Code
Node.js
npm
Next.js
Vercel
Atlassian Suite
Google Analytics

Concerns

Appealing aesthetics
Performance
Responsive design
Web accessibility (WCAG)
SEO friendliness

Impactful results



Professional History (con't)

FreightCenter (con't)

- Designed and implemented website and application interfaces to enhance user engagement and support sales.
- Conceptualized and executed creative strategies that evolved brand expression while maintaining consistency across all consumer and enterprise-facing channels.

2011 through 2013

13 Guys Named Ed

Co-Owner

- Designed and developed custom websites and print materials for small businesses and individual clients.
- Collaborated with clients to gather requirements, translate brand identity into visual designs, and deliver solutions aligned with business goals.
- Managed full project lifecycles from concept and mockups through deployment and post-launch support on tight schedules and budgets.

2008 through 2011

Freelance

Self-employed

- Designed and developed custom websites and print materials for small businesses and individual clients.
- Collaborated with clients to gather requirements, translate brand identity into visual designs, and deliver solutions aligned with business goals.
- Managed full project lifecycles from concept and mockups through deployment and post-launch support on tight schedules and budgets.

Ancient History

2003 through 2008

Chicago Board of Trade

Brokerage Clerk

1997 through 2003

Chicago Sun-Times

Advertising Post-Production

1992 through 1997

Apex Automotive Warehouse

Stock Picker

1988 through 1992

Morton East High School

Graduate