RON LETTERMAN

Farmington Hills, MI | (248) 819-0600 | ron@ronthology.com
www.linkedin.com/in/ronletterman | Portfolio available at www.ronthology.com

UI/UX Designer / Interactive Developer
Linking user experience and interface design with development

Senior User Interface/Experience Designer/ Developer seeking to create effective and user-friendly interactive applications and ads, from concept to completion. Well-versed in UI design, web/app development, online advertising, email marketing and e-learning.

Knows

- UI/UX design & development
- Online advertising
- Art Direction
- Illustration
- Animation

- Adobe Creative Suite
- AEM
- Javascript (Vue/React)
- CSS3/HTML5
- Email marketing

Experience

March 2019 - Feb 2020   Critical Mass   Remote - Chicago
Developer
- Front-end development on AEM platform for major site redesign and migration
- Styled custom AEM components using SASS, BEM
- Content authoring within AEM
- Followed Agile development process

Dec 2009 - Feb 2019   MRM//McCann   Birmingham, MI
Senior Interactive Developer/Tech Quality Manager
- Developed and produced online ad banners
- Translated and consulted on designs into final coded deliverables for trafficking
- Front-end development on cross-platform mobile app using Vue.js
- Consulted on creative and technical aspects of 500+ high-profile ad campaigns from concept to completion
- Quality assurance and assistance for work produced in satellite office

June 2006 -Dec 2009   BBDO Detroit   Troy, MI
Interactive Designer
- Directed and designed MarCom award-winning e-learning courseware, dealership portal, and prototypes.
- Developed storyboards, UX wireframes and user interface design for courses and other products
- Directed vendors and internal development teams

April 2005 - June 2006   Fluency Media   Ann Arbor, MI
Lead Creative Developer
- Designed and developed email newsletters, banners and lead generation applications
- Created and updated HTML for landing pages and email designs

2003 - present   Letterman Design   Farmington Hills, MI
Principal
Independent provider of creative communication services including:
- Flash development
- Web design
- Illustration

2000 - 2003   The Collective, LLC   Detroit, MI
Creative Director
- Web and print design

Additional Relevant Experience

Creative Director/Art Director
- Web design, layout, conceptual development
- UX wireframes
- Illustration, and animation
- Consumer game design
- Concept development
- Interface design
- 2-D/3-D art and animation
- Managed artists and vendors

Illustrator/Graphic Designer
- Graphic design
- Technical illustration

Education

College for Creative Studies   Detroit, MI
BFA
- Illustration major
- Graphic Design minor

Wayne State University   Detroit, MI
- Art major
- English minor