

Jason Duerr

jduerr.com
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Versatile designer and developer combining creative vision and technical expertise to deliver for clients ranging from artists to global brands. Great at bringing cross-functional teams together.

EXPERIENCE

Digital Director & Principal Developer – Sandstrom Partners – 2015-Present

- Direct digital initiatives at brand powerhouse Sandstrom Partners, meeting uncompromising brand standards with technical expertise and an almost-no-details-are-unimportant approach
- Lead development and UX Design to create digital experiences that strengthen and enhance renowned brand work
- Build solutions across the digital spectrum, from refined brand experiences to systems design – including content management, e-commerce, interactive installations, and multimedia production.

Design Technologist – Sandstrom Partners – 2008-2015 – Portland, OR

- Established technical practice inside world-class brand agency expanding and supporting award-winning creative capabilities
- Created digital experiences for global brands as technical lead on creative teams, with dedication to subtle details and quirky touches that elevate
- Built digital solutions ranging from brand websites and e-commerce to experiential installations and assorted gizmos, devices, and doodads

Principal Designer & Developer – DROPKICK – 2006-Present – Portland, OR

Trusted partner to agencies as a technical and creative resource. Design and develop digital and brand experiences for entrepreneurs, artists, and independent professionals from creative concept through technical implementation. Build and maintain lasting client partnerships through strategic consultation and consistent delivery.

Senior Designer, Art Director, Developer – Contract – 1998-2008

Key engagements: Razorfish, O+CO/Olson, Allianz – Mpls, MN, Portland, OR

Worked independently and as an integrated team member on design and development solutions across diverse organization types. Projects included web design, art direction, illustration, animation, digital marketing, and custom applications.

Principal Designer & Developer – Stimulus Digital – 2000-2006 – Mpls, MN

Founded and operated successful independent design and development practice spanning web development, brand design, packaging, and print publications. Managed full project lifecycle from strategy through execution.

Instructor – Brainco Advertising and Design School – 2005-2006 – Mpls, MN

Created and taught *Interaction Graphics* curriculum. Developed workshop-based teaching approach to engage students across design and business disciplines focused on practical application of design principles with professional tools.

Web Designer & Developer – Dick Jones Interactive – 2002-2003 – Mpls, MN

Lead developer and technical strategist on small, agile team. E-commerce, legacy systems integrations, and multimedia from planning through deployment.

Designer & Developer – Vector Internet Services – 1998-2001 – Mpls, MN

Designed and built websites and custom applications using early web standards and server-side technologies. Created brand identities and integrated print/digital designs.

EXPERTISE

Design

Graphic Design, Brand Design, Web Design, Art Direction, Illustration, Design Systems, UX, UI, Interaction Design, Wireframing, Prototyping, Motion Design, Print Design, Advertising, Audio & Video Production

Development

HTML, CSS, PHP, Perl, JavaScript, SQL, JSON, REST, GraphQL, DNS, Build Tools, CI/CD, Version Control, Web Standards, Accessibility (WCAG, ARIA), Responsive Design, Progressive Enhancement

Strategy & Planning

Information Architecture, Discovery, Requirements Analysis, Content Strategy, Platform/Stack Planning

Tools & Platforms

Photoshop, Illustrator, XD, InDesign, Premiere, After Effects, Figma, Procreate, macOS, Linux, Windows, Apache, NGINX, Docker, AWS, DigitalOcean, Netlify, WordPress, CraftCMS, Prismic, Shopify

Leadership & Communication

Client Communications, Team Leadership, Project Management, Mentorship, Copywriting, Documentation

Process & Practice

Competitive Analysis, User Research, Human-Centered Design, Iterative Design, Rapid Prototyping, AI-Enhanced Workflows, Generative AI Tools

SPEAKING

Adobe MAX – *Web Typography*

AIGA Career Tools

Ignite Portland

EDUCATION

Graceland University
Music Performance, Communications

William Penn University
Communications, Journalism

Brown College
Radio Broadcasting & TV Production

AFFILIATIONS

AIGA

Graphic Artists Guild

IxDA – *Interaction Design Association*

UXPA – *UX Professionals Association*