

Jeff Walker

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Strategic website creative director with extensive experience designing e-commerce websites and leading the teams that build them. Proven ability to integrate business initiatives, marketing; and front-end website technologies into exceptional user experiences that convert users into customers. Work has been featured in the leading business and design publications "The Wall Street Journal" and HOW Books "Creating Websites for Every Audience" for user experience innovation.

Experience

Douglass Media Group / The Greensheet | douglassmediagroup.com | thegreensheet.com

Creative Director | December, 2010 to September, 2015 | Houston, TX

- Recruited and managed the web front-end development and design team
- Successfully implemented design, content strategy and new product development for thegreensheet.com
 - Implemented a blogging platform
 - Developed and implemented a content strategy that incorporated community content with online products
 - Developed and implemented new digital products
 - Designed and implemented a mobile responsive user experience, resulting in the elimination of two costly mobile apps and improved search engine performance
- Implemented website user testing, UX, and design processes into the team's agile development method.
- Transformed thegreensheet.com user engagement
 - Grew thegreensheet.com traffic 30%, year over year, four years in a row
 - Grew returning users from 40% to over 53%
 - Average time on site grew from 3 minutes to 8 minutes
 - Shopping cart abandonment rate reduced from 79% to 30%
- Lead the design and implementation of The Greensheet's first brand and corporate identity standards
- Managed the cross-departmental team that redesigned The Greensheet's 20 editions as well as all sales collateral
- Mentored the paper production team in corporate identity design, digital display and email advertising design and production
- Created the Douglass Media Group corporate identity, website and sales collateral that lead to significant growth in new business

Insperty

SR. Website Designer | April 2009 to December, 2010 | Kingwood, TX

- Designed and implemented digital marketing and website features for hrtools.com
- Designed a site that positioned Insperty as a thought leader in the small business community.
- Managed a team to build a content marketing application utilizing the integration of social media applications, keyword optimized articles and the distribution of Insperty branded web gadgets

JMW Design Studio

Founder, Creative Director | July, 2002 to April, 2009 | Kingwood, TX

Provided corporate identity, website design, and e-commerce application development for start-ups and online luxury retailers

Ashford.com (NASDAQ: ASFD) | ashford.com

Creative Director | July 1999 to July 2002 | Houston, TX

Ashford.com grew into the largest luxury e-commerce retailer during my tenure.

- Developed Ashford.com's website user experience, website production process, creative strategy, photography and graphic style guides
- Recruited and directed a team of professionals that included front-end developers, art directors, image editors, photographers and graphic designers
- Ensured timely publishing cycles and quality website content associated with our ever changing and growing list of luxury brands and products
- Developed successful creative strategies and production processes for ashford.com, the largest online retailer of the time. Sales grew from \$10,000,000 in 1999 to \$65,000,000 in 2001
- Design and creative strategy featured in the Monday, February 11, 2002 [Wall Street Journal](#) article "Creating Class"
- Website design & usability case study featuring work at Ashford.com in [Designing Websites for Every Audience](#) by Ilise Benun, HOW Design Books (2003)

Bernard Hodes Advertising

Senior Art Director | March 1996 to July 1999 | Houston, TX

- Designed and directed recruitment advertising campaigns for several large corporations. Clients included Columbia Health Care System, Dell, and Southwestern Airlines. My major responsibility was speculative ad campaigns and collateral for potential clients

Oklahoma Department of Health

Graphic Designer | March 1989 to March 1996 | Oklahoma City, OK

- Worked closely with epidemiologist and health officials to communicate preventive health initiatives state wide
- Developed the first Oklahoma State Department of Health website
- Implemented there first desktop publishing system and process
- Designed health education posters, agency annual reports, brochures, pamphlets, book covers and flyers

Education

BA, Graphic Design, 1990

University of Central Oklahoma
Edmond, OK 73034

Associate of Arts (A.A.), 1989

University of Central Oklahoma
Edmond, OK 73034

Skills

- Strong understanding of marketing, business and development processes and how to integrate them into web products and marketing communications
- Strong understanding of front-end developer technology and design/UX processes
- Hiring and directing creative and front-end teams and creating fun and productive work environments
- HTML/CSS
- Adobe Creative Suite