

# James Fazar | Senior Web Designer

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## SHORT OVERVIEW

*A web designer who loves bridging the gap between usability, aesthetics and functionality. A dedicated team player who thrives in fast-paced environments, whose creative side yearns for better and beautiful while desiring clean user-centered designs.*



## PROFESSIONAL EXPERIENCE

### Senior Web Designer

CATALYST (2007-2013), Rochester, NY

Built on my solid User Experience foundation and focused more on creative design. Added the traditional side of marketing by developing letter packages, post cards and more—but was continually utilized to deliver advanced designs and creative strategy for websites, landing pages and email communications.

- Developed high quality visual designs from concept to completion for multi-touch campaigns which included emails, PURLs and landing pages
- Worked hand-in-hand with copywriters to concept some of the company's best creative work
- Created a new breakthrough design for Valvoline Instant Oil Change, one of Catalyst's biggest clients. It impressed them so much they used it as the basis for much of their creative work
- Designed, storyboarded and created a strategic company video using Adobe Premiere and Adobe After Effects
- Implemented Flash-based banner ads for several clients
- Clients: First Niagara Bank, Kodak, Oreck, Hillside Family of Agencies, United Way of Rochester, Heraeus, Xeikon, Ad Council of Rochester, Valvoline Instant Oil Change

### Chief Creative Officer

BETTERCOFFEE.COM (2004-2013), Rochester, NY

Designed, coded and maintained an e-commerce website for several years while also working with partners to develop multifaceted email marketing strategies. An amazing learning experience that let me stretch my wings and dabble in many areas of running a top-notch online presence.

- Collaboratively created a brand for our new coffee business
- Created a new logo to work across our website, shipping containers and a range of marketing materials
- Designed, developed and maintained a world-class e-commerce website that included all the bells and whistles such as comments, ratings, individualized product recommendations and more
- Designed, developed and maintained a monthly e-mail newsletter that blasted to 5,000+ customers which included specialty offers and coupons

## CONTACT

[jfazar@yahoo.com](mailto:jfazar@yahoo.com)

585-746-0910

[jamesfazar.com](http://jamesfazar.com)

[linkedin.com/in/jamesfazar](https://www.linkedin.com/in/jamesfazar)

## SKILLS

### Design Skills

Web

Email

Mobile

Responsive

Video

### Coding

HTML

CSS

### Platforms

WordPress

Miva Merchant

Google Analytics

### Software

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Premiere

Adobe After Effects

Microsoft Word

Microsoft Excel

HTML & CSS Editors

## Senior User Experience Designer

AURAGEN (1998-2007), Rochester, NY

Went from coding simple HTML pages to leading the User Experience team on our largest account. Developed outstanding User Experience and Visual Designs for Wegmans, Kodak, Xerox, Birds Eye Foods, M&T Bank and more.

- Created exciting in-brand visual designs and effective online user experiences for a variety of companies in Rochester NY and the East Coast
- Led the User Experience & Visual Design teams from start to finish on a multi-year website redesign for Wegmans Food Markets
- Presented the design approach to M&T Bank's upper management for their forward-facing website
- Participated in creation of Wegmans inaugural online cooking videos; storyboarded, designed, edited and optimized
- Excelled at vital UX tasks including: Competitive Analysis, Content Audit, Content Inventory, Heuristic Evaluations, Navigation Design, Defining Key User Paths, User Scenarios, Style Guides and more
- Mentored and trained junior members of the UX team and interns

### FREELANCE EXPERIENCE

## Web Designer

(2004-Present), Rochester, NY

Work with local businesses in need of modern and easily updateable websites (WordPress), email marketing platforms (Campaign Monitor), analytics (Google) or e-commerce solutions (Miva Merchant).

- Created WordPress website for startup and integrated both Google Analytics and Campaign Monitor Email Marketing solution
- Developed high quality visual designs for the Village of Churchville, JCC of Rochester, Toddler's Workshop and more
- Designed visuals and implemented Miva Merchant E-commerce websites for both Deerfield Academy and Image Science Associates

### EDUCATION

## Bachelor of Science in Communications

S.U.N.Y. College at Buffalo, Buffalo, NY

Communication Graphics and Principles as well as Techniques of Advertising

## Associates in Liberal Arts

S.U.N.Y. College at Alfred, Alfred, NY

Studied the fundamentals but grew to love the creative opportunities

### AWARDS

#### 2012 WebAward

##### Competition:

First Niagara Bank's "Humanizing" Website, Bank Standard of Excellence

#### 2011 MarketingSherpa

##### Email Awards:

Best of Show - B2B: Kodak i4000 Scanner Series Launch

Gold - Best Integration with Other Channels: Kodak

i4000 Scanner Series Launch

#### 2011 WebAward

##### Competition:

Outstanding Website: Kodak i4000 Scanner Series Launch

Non-Profit Standard of Excellence: Hillside Family of Agencies, Hillside.com

### VOLUNTEER

#### 2011

Hillside Secret Santas  
United Way Day of Caring

#### 2010

United Way Day of Caring

#### 2009

Flower City Work Camp