



HELLO

JASON GURFINK

VISUAL, PRODUCT AND UI DESIGN



+65 9233 0359



contactme@jasongurfink.com

ABOUT

As a seasoned designer who enjoys collaboration, fresh ideas, clean user-interfaces and a passion for all things design, I bring together over 14 years of digital design experience across multiple disciplines including: Branding, User Experience and Visual Design.

Since graduating from Pratt Institute, I have worked at a number of the world's largest companies and industry leading agencies, applying design fundamentals to conceptually driven strategies. A playful approach and a refined process allow me to adapt and explore different methods and mediums.

EXPERIENCE

VISUAL & UI DESIGN LEAD

Jul 2016 - Present

Grab

As the Visual Design Lead for Grab's flagship rider app, I am responsible for leading and shaping the vision of several key strategic initiatives that merge business needs with consistent, high quality user experiences. Infusing design thinking into what was primarily a product and operations focused group, as well as extending and reimagining the Grab brand across marketing and communications. Key tasks also include, generating wireframes and user flows, defining use cases, executing visual design and creating prototypes.

ASSOCIATE CREATIVE DIRECTOR

Jul 2015 - Jun 2016

Frog

Managed the overall creative effort and collaborated on the strategic direction for the Optus brand global presence across web, mobile, and social media platforms. Participated in stakeholder interviews and a broad competitive audit that led to the generation of platform concepts and the overall creative direction. Created style guides, scenarios, and design prototypes for many stages of a user-centered design process, including concept validation, participatory design, and usability testing.

CREATIVE DIRECTOR

Feb 2013 - Jun 2015

Ogilvy & Mather

Worked directly with IBM at its new innovation lab. Conceptualized design solutions, content and functionality that effectively communicated the brand essence while considering user-centered design principles, complex business requirements and technology constraints. Developed fresh approaches to challenging design problems and conveyed ideas in tangible forms. Defined concept development and creative execution using agile development process. Other clients included BlackRock and Nationwide.

Jason Gurfink
Telephone: +65 9233 0359

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www.jasongurfink.com

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

McGarrybowen

Responsible for developing creative design concepts as well as oversaw project progression all the way through completion for financial services client Chase. Also contributed to the development of digital and marketing strategies and drove the collaborative efforts of the project's user experience and technology teams.

Feb 2012 - Jan 2013

ASSOCIATE CREATIVE DIRECTOR

Tribal Worldwide

Developed and executed design solutions for a variety of clients, ranging from web based to social media to mobile applications. Integrally involved with leading design collaboration, user experience direction and concept development.

Feb 2010 - Jan 2012

SENIOR ART DIRECTOR

National Hockey League

Worked with multi-disciplinary teams to develop design systems and standards for all 30 league teams. Provided team designers with visual design direction, information architecture, and style guide standards. Led design direction for other properties such as the NHL Network and Fantasy Hockey.

Feb 2009 - Jan 2010

ART DIRECTOR

NBC Universal

Conceptualized design solutions and functionality that effectively communicated the network brand essence while considering user-centered design principles, complex business requirements and technology constraints. Developed fresh approaches to challenging design problems and conveyed ideas in tangible forms.

Feb 2007 - Jan 2009

SENIOR DESIGNER

AOL

Led design initiatives ranging from flash experiences to content widgets to social networking applications for such channels as Moviefone, AOL Music, and CityGuide. Mentored and supervised design and development teams for AOL's Key Experience Group.

Feb 2004 - Jan 2007

DESIGNER

BMI

Responsible for leading projects from their inception to their completion for artists spanning the BMI label. This included designing microsites, banner ads, cd covers, billboards and posters.

Feb 2002 - Jan 2004

EDUCATION

BFA, GRAPHIC DESIGN

Pratt Institute

Earned a well-rounded education in fine arts. Developed drawing, photographic and typographic skills while building a graphic design portfolio; learned to think critically and conceptually about my work.

Aug 1997 - May 2001