



JARED FRANK

GRAPHIC ARTIST | DESIGNER



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www.visualether.art

Multitalented, highly creative graphic artist and designer with over 10 years experience across numerous industries. A passionate and innovative artist, creating a wide range of design solutions and processes, while performing under deadline-driven environments, well above expectations. Exceptional conceiving skills, excellent process development, dynamic team player, with well-developed written and verbal communication skills. An insightful creator of innovative product solutions, branding, packaging, advertising, concepts, development, and strategic implementation across UI, UX, 3D and visual design.

EXPERTISE

- Branding, Logos, & Style Sheets •
- Concepting & Art Direction •
- Product Mockups & Presentation •
- 3D Product Modeling •
- User Experience •
- User Interface (Mobile & Web) •
- High Fidelity Art & Asset Creation •
- Book Covers and Print Layouts •
- Illustration, Composition, Typography •

TOOLKIT



EXPERIENCE

2025
2020

SENIOR VISUAL ARTIST & UX

Art, Games, Marketing Teams | FLOWPLAY

Lead experience and visual designer creating design solutions across a wide range of departments. Led designs and development from concept through production and launch, managing assets, pipeline and implementation.

- > *Brought design ideas from creation through to feasibility, proof of concept, feature validation, and led graphic development through the entire process, from idea to successful release.*
- > *Creative ideation and brainstorming to develop comprehensive mood boards, high fidelity mockups and design flows, as solutions to troubleshoot requirements, budgets, and implementation timelines.*
- > *Executed efficient processes and lead colleagues and stakeholders through clear and actionable mockups and designs.*
- > *Proficiently managed project schedules, solved complex problems, and nurtured cross-group collaborations to create designs that exceeded timelines and expectations.*

2020
2017

SENIOR UX/UI ARTIST

Platform & Games Teams | FLOWPLAY

Concepted, designed, and implemented new product platforms that included new branding, mechanics, and marketing to reach new audiences and revenue streams.

- > *Influenced stakeholders and senior leadership on strategic decisions and direction through clear concepts, guides, illustrations, and mock-ups to create efficiency and ensure quality of the final product.*
- > *Collaborated across team to create mutually beneficial internal and external partnerships, which enabled alignment and higher quality end product results.*
- > *Drove design creation, implementation, and process, by utilizing clear documentation, communication, and timelines in order to develop complex games, features, web applications, and projects.*

2017
2014

UX/UI DESIGNER

Platform Team | FLOWPLAY

Developed and implemented user interface designs and mechanics to transition, update, and streamline major product platforms containing millions of active users.

FREELANCE

PRODUCT DESIGN

3D Model & Packaging Design
Aqua Genie Smart Water Container

BOOK SERIES COVER ART

Cover Illustration, Layout and Printing
Hold Fast Series & Corrine Hunter Series

VR BRANDING

Logo, Print and Branding Design
Virtual Sports VR Center

CLOTHING DESIGN

Logo, Branding, Clothing Creation & Design
PNW Collective

SURFBOARD ART

Mockups, Art, Illustration & Print
Blusurf Surfboards

SOCIAL MEDIA BRANDING

Logo Development and Production
Alpha.Echo.Zero

DJ LOGO AND STATIONERY

Brand illustration, Promotion, Album Art
DJ PK

CORPORATE BRANDING

Logo, Brand, Style Guides, Color Pallettes
Effection Therapy

PRODUCT CATALOGS

Clothing, Advertising and Production
Imperial Motion

EDUCATION

BA ART & COMMUNICATIONS

Washington State University

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www.visualether.art



linkedin.com/in/jared-frank-a249848/



instagram.com/alpha.echo.zero



EXPERIENCE (CONTINUED)

- > Created vast asset libraries, optimized designs and resources, along with high fidelity icons, buttons, and full graphic interfaces that work smoothly and efficiently in their respective development environment, including HTML and Unity.
- > Created new styles and designs by leveraging a robust history of experience across many different industries.
- > Designed scalable logos, icons, and vector graphics using Adobe Illustrator to support brand identity and marketing initiatives.
- > Retouched and manipulated high-resolution images with Adobe Photoshop for use in digital campaigns, websites, and social media content.

VISUAL ARTIST & UX DESIGNER

Universal Shopping, iOS, Android, Kindle, R&D | AMAZON

Built a shopping experience that spanned across multiple platforms, from mobile to web, to create an immersive shopping experience. Revolutionized store layouts and structures, helped define B2B marketing and advertising across Amazon.

- > Worked across multiple departments, teams, and companies to create custom design solutions in order to create seamless workflows and drive design efficiency.
- > Created new styles and designs by leveraging a robust history of experience across many different industries.
- > Effectively identified company's image and style within the customer and partner idea requirements, utilizing various research and problem solving methods, in order to create full branding packages across multiple mediums.
- > Designed and printed product packaging, large format imagery for physical printing and advertising.
- > Worked with photographers to orchestrate product imagery using concepts, guides, as well as lighting and layout concepts.
- > Created 3D device models for use in high fidelity mockups, advertisements and marketing layouts, as well as responsive web and mobile layouts.
- > Developed professional print materials such as brochures and reports by leveraging layout and typographic tools in Adobe InDesign, Photoshop, and Illustrator.

UX/UI DESIGNER

R&D, Real-Time Image Recognition, iOS, Android, Windows Phone | MICROSOFT

Created cutting edge cross platform mobile and web solutions for image recognition and augmented reality. Worked with development to create first of it's kind tools within the current technical limitations and product goals.

- > Used design tools to create seamless integration between assets, wireframes and style guides, creating clear documentation and technical spec sheets.
- > Managed style guides and GUI's to create a cohesive user experience across various mobile and web platforms, iOS, Android, and responsive HTML.
- > Built entire systems interfaces with touch states, dev animation, back stack flows and asset sheets to help maintain development organization and efficiency.
- > Established cutting edge techniques and ideas creating innovative and fresh designs, through a strong knowledge of process and implementation, across development, product design and application development.

HOBBIES / INTERESTS



Soccer



Skiing



Surfing



Hiking



Gaming



Photography