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# JASON HOYE

PRODUCT DESIGN (UX) | CREATIVE

Steve Jobs said, "It's the intersection of technology and liberal arts that makes our hearts sing," and it is at this intersection, where I live.

I am a Product Designer (UX) and Art Director who thrives on pushing the envelope technically and creatively. I am self-motivated, but truly shine when collaborating with teams. I know what it takes to make remarkable experiences through creative innovation and how to improve brands in a digital world.

Unearthing creative solutions and implementing innovative approaches is in my DNA. Beyond my role as UX Architect and Product Designer (UX) at Cambria, my work included Art/Creative direction with the Creative Department, and I was also a member of the R&D Innovation team that developed new products and new ways of producing those products.

## EXPERTISE

Product Design (UX)  
Creative Direction  
Art Direction / Design  
Photo, Video, and 3D Direction,  
Copywriting

## SKILLS

|                  |            |
|------------------|------------|
| HTML, CSS        | ██████████ |
| XD               | ██████████ |
| Figma            | ██████████ |
| Sketch           | ██████████ |
| InVision         | ██████████ |
| Axure            | ██████████ |
| Google Studio    | ██████████ |
| Google Analytics | ██████████ |
| Photoshop        | ██████████ |
| Illustrator      | ██████████ |
| Dreamweaver      | ██████████ |
| After Effects    | ██████████ |
| InDesign         | ██████████ |
| Flash            | ██████████ |

## CLIENTS

3M: 16 divisions  
(Post-it, Scotch, etc)  
Wagner / SprayTech  
Birchwood Casey  
Telex / Electro-Voice  
Hayward Pools  
Andersen Windows  
Cambria  
Sun Country Airlines  
Remington / McQuay  
Mathews Bows  
McPherson Guitars  
Boston Scientific  
Scientific Anglers  
ColorSpan / HP  
Birchwood Labs  
Log House Foods  
and many others...

## EXPERIENCE

### Freelance

**08/2019 - present: Product Designer (UX), Art Director & Front-end Developer**  
I create websites, applications and other digital and marketing solutions. I partner with developers and ad agencies on making game-changing digital experiences.

### Cambria / Sun Country Airlines

**07/2015 - 08/2019: UX Architect, Product Designer (UX), Art Director and Innovation**  
For Sun Country, I helped reconstruct the UX of Sun Country's site and booking app. I revamped their digital advertising and environmental graphics (airport, light rail, etc). I also made digital corporate presentations for the CEO. For Cambria, I built UX experiences, environmental digital interactions, websites, applications, style guides, and design systems. I created the prototypes for our visualizer app, our AR apps, and many other digital sales tools applications and their associated dashboards. I worked with both internal and external teams like MentorMate, Space 150, and Spyder Trap. I bridged the gap between our Creative and IT departments which led to our own in-house development team. I was also the RGB color expert. In addition, I created innovative systems for our R&D department that opened up new design possibilities and new ways of producing our designs.

### Design Detective

**06/2011 - 06/2015: UX/UI Design, Front-end Developer, Art Director and Creative**  
Freelance, Jason Hoye - Design Detective. I created omni-channel marketing solutions. Primarily focusing on digital experiences. I had small, medium and large clients, and partnered with developers and ad agencies to make enterprise sites and applications.

### Scales Advertising

**06/2000 - 06/2011: Art Director, UX Design, Front-end Developer**  
I created ads, videos, packaging, environmental and interactive experiences, including 3M's intranet. I directed hundreds of photo shoots with our in-house photographers and external studio photographers. I created all digital experiences, and built our in-house digital team.

## EDUCATION

|        |                             |
|--------|-----------------------------|
| MCAD   | Vis Com / Ad Art / HCI (UX) |
| U of M | Creative Writing / Art      |