

# Jared Fanning

*I'm a passionate designer, focused on experience, data and visual design. I craft engaging experiences & simplify complex systems while thriving on high-energy collaboration.*

2015

**SELF-EMPLOYED** DESIGNER

Meet with clients to understand their desired goals and objectives. Ideate websites by sketching ideas and creating detailed wireframes based off strategic planning. Work both independently and collaboratively with agencies and startups to create personas, user flows, journey and process maps with the goal of exceeding client expectations. Present work to clients and explain design rational. Recently creating animated mockups to illustrate functionality and experience.

**PORTFOLIO**

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**LINKEDIN**

/ in / JaredFanning

**PUBLISHED IN**

*Understanding the World*  
Taschen Books, 2015

2012

**VISUALLY** LEAD DESIGNER / CREATIVE DIRECTOR

Collaborated daily with leadership, marketing and growth teams to produce web UI for site and marketplace platform product. Managed and produced designs on projects for clients like NatGeo, Nike, Oracle, Spotify, Twitter, Visa, & YouTube. Created a journey map that helped Ogilvy win a \$100,000 grant from the Gates Foundation. Played a key role in producing pitch that raised \$8.1 million in Series A funding. (Acquired by ScribbleLive)

2012

**JESS3** SR. DESIGNER

For 9 months I worked extensively with the JESS3 team on data-driven design projects — like the 2012 Google Election data visualizations, and projects for Target and Skype.

2008

**POWERSHARES** DESIGNER

Produced front-end designs for website, and marketing material for print. Heavily influenced branding direction and data visualization. Collaborated closely with creative agencies (Leo Burnett, Razorfish) to create concepts for print and TV ads.