



I'm a life long learner. I grew up with a passion for art and technology, mixing right and left brain. My skillset is T-shaped, favoring visual design. I have had a broad creative career in many different avenues. My speciality is bridging the gap between users, developers, stakeholders and designers. That's why I can bring something special to the work field.

Work Experience

Children's Hospital Colorado Foundation — 2017–Present

Creative Services Manager

- Managed, executed and communicated the visual story telling for the 80M yearly revenue generating Foundation, to raise awareness of the mission and support fund raising for Children's Hospital Colorado
- Ensure the brand is protected and represented correctly though all channels and promotes brand-raising
- Align our brand with Children's Hospital Colorado to create an collaborative look and feel between both originations
- Worked with digital partners to define, design, implement and refined new award winning website, SupportChildrensColorado.org

Sports Authority — 2013–2016

User Experience Developer

- Designs, develops, tests, and refines deeply interactive and innovative on-site experiences, usability enhancements, special projects, based on needs as outlined by business partners
- Utilizes user-centered design techniques to combine the art and science of customer interactions with websites or digital media to optimize the user experience
- Ensures the usability of website features and aligns with higher-level user experience, marketing, and merchandising strategies, as well as applicable style guides to drive engagement, conversion, and sales
- Leverages usability studies, A/B testing, and site analytics

eCommerce Web Developer

- Coded HTML/CSS for landing pages and HTML for email campaigns, as well as scheduling and deploying email campaigns for the 11M subscription base
- Updated content on \$200M+ ecommerce site SportsAuthority.com
- Developed archittrue design systems to ahear to best practices

Law Father — 2012–2013

Web Designer / SEO Specialists

- Head Web Designer for highly enriched and specialized websites
- Coded websites to work in WordPress and HTML
- Utilized best practices for SEO, UX and lead generation Acted as on site Google AdWords Certified pay-per-click advisor

John LeCrone

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Education

Collins College

Tempe, Arizona

Bachelors of Arts,

Graphic Design

3.55 GPA

April 2005 - May 2006

Collins College

Tempe, Arizona

Associate of Arts,

Visual Communication

3.78 GPA

October 2003 - April 2005

Coursera

Google UX Design

Professional Certificate

2021–Present

Technical Skills

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

WordPress

Fima

Asana / Trello / Bootcamp

HTML / CSS / JavaScript

Hobo Designer, LLC — 2010–Present

Principal

- Helped clients with their creative, marketing, and online needs ranging from logos, branding to website design and development
- Mentored and educated clients through entire process to ensure they were empowered for success
- Worked with startups to develop vision and platform for products

U Creative Group, Colorado — 2007–2010

Lead Designer

- Developed, designed and implemented complex marketing and branding concepts with teams and individually
- Provided clients with double digit returns on marketing efforts
- Designed and coded for a wide spectrum of clients over multiple mediums, online and offline collateral
- Managed a team of freelance developers, designers and copywriters staff to ensure they were meeting deadlines and art direction

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Personal Traits

Learner

Achiever

Adaptive

Positive

Strength based

Easy Going

Funny