

JARED HORMAN

UX/UI DESIGNER | KANSAS CITY

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A UX designer with eight years in nonprofit communications and leadership who seeks to build brands and experiences that are joyful, intentional, and human-centered. Recent work as a freelance muralist and designer showcases skills in balancing a business's needs with creative solutions that people want to engage with.

Education

UX Design Fellow

General Assembly

January 2022 – April 2022

Bachelor of Fine Arts in Graphic Design

Missouri State University

Minor in International Business

August 2009 – May 2014

Skills

Competencies

User Research, Affinity Mapping, Heuristic Evaluation, Information Architecture, Wireframing, Prototyping, Usability Testing, Project Management, Visual Design, Branding

Tools

Figma, Adobe Creative Suite

Design Experience

UX DESIGNER | *Hiker's Weather, Remote, April 2022*

- o Worked for a client on the research and initial design phase for an app focused on providing weather synthesis for hikers
- o Conducted research using surveys, 22 potential user interviews and competitive and comparative analysis
- o Collaborated with the client's vision and budget to build wire frames and a hi-fidelity prototype

FREELANCE VISUAL ARTIST, MURALIST | *Happy Horman Designs, Kansas City, May 2019 – present*

- o Collaborated with local brands to create hand-painted public installations informed by interviews of customers, competitive analyses, and site-specific opportunities
- o Designed logos, flexible style guides, and collateral for companies in healthcare, food & beverage, fitness, arts, music, and nonprofit sectors

DIRECTOR OF MARKETING & COMMUNICATIONS | *FarmHouse Fraternity, Kansas City, September 2016 – 2019*

- o Launch, maintenance, and compliance of the Fraternity's branding initiative, registered trademarks, and style guide
- o Oversaw website redesign including information architecture changes, heuristic evaluations, UI kit, content creation, and ongoing content management
- o Graphic design and management of overall communication strategy through print and digital channels
- o Responsible for the design, managing editor, and publication operations of *Pearls & Rubies*

ASSISTANT COMMUNICATION DIRECTOR | *Pi Kappa Phi Fraternity, Foundation, Properties, and The Ability Experience, Charlotte NC, June 2014 – August 2016*

Leadership Experience

COMMISSIONER AND FOUNDER | *Stonewall Sports Kansas City, Kansas City, August 2019 – present*

- o Oversee operations including a DEI initiative, community partnerships, budget, and strategic communications
- o Grew the board from three founders to 16 volunteers as well as impacted over 1,200 unique players
- o Expanded the budget from \$15,000 to \$70,000+ in three years, increased sponsorship funding from \$8,000 to \$30,000
- o Developed a strategic community engagement effort to trend from 15% to 37% female players