

Jared Statler

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Highlights

- Creative direction, product design, and all general design collateral for 7 iOS mobile apps—totaling over 26 million installs
- Designed hundreds of photo/video filters, effects, and templated layouts from concept to completion across all 7 apps
- Rebranded identity and improved UI/UX design for Template app, boosting subscription activations over 150%

Experience

Product Designer

A Color Story, June 2020 — Present

- UI/UX design supporting both A Color Story, LLC & Filmm, LLC— producing engaging visual design resulting in significantly higher user activation
- Creative direction for 7 apps, overseeing brand creation from start to finish, hiring out contract work, and leading conversations with stakeholders
- Collaboration with cross-functional teams and developers to deliver strong product design and improve our design process from the ground up
- Design for a wide range of projects including web, email, social, and performance marketing to create a consistent narrative across all marketing touch points

Community Manager

A Color Story, May 2019 — June 2020

- All general creative needs for 2 apps—Creation of in-app purchases, marketing materials, app store promotional content, and all social media content
- Managed support for 2 apps, responding to support tickets and working cross-functionally with business and development teams to find solutions for users
- Created and managed 2 social media accounts—creating daily content, engaging with and responding to users, and building a creative community

Graphic Designer & Lead Photographer

James River, November 2018 — May 2019

- Worked as part of a multi-disciplinary creative team to craft web, social media, and print collateral for large scale events and projects.
- Maintained relationships with contractors, collaborated with multiple cross-functional departments, and coached younger designers

Videographer & Editor

Evangel University, August 2015 — August 2017

- Planned, directed, and filmed video projects to promote on-campus events, boost alumni giving and fundraising, and increase new student admissions
- Edited video projects utilizing motion design and color-grading techniques, and maintained an organized project file system

Videographer & Photographer

Freelance, July 2015 — January 2020

- Collaborated with clients to create visual identities for products and events from ideation to final product

Skills

User Interface
User Experience
Visual Design
Motion Design

Design Thinking
Wireframing
Prototyping
Mockups

Product Strategy
Design Systems
Videography
Photography

Tools

Figma
Sketch
Adobe Suite
Davinci Resolve

Jira
Confluence
Trello
Slack

Education

Evangel University
Bachelor of Science
Digital Arts, Marketing

Recognition

App of the Day
Setty, 2022
A Color Story, 2019