

JASON GROFF

PRODUCT EXPERIENCE DESIGNER

PHONE

303 960 9423

EMAIL

jason@mrgroff.com

WEB

mrgroff.com/work
pw: AccessGranted

SOCIAL

linkedin.com/in/mrgroff

EXPERIENCE

SENIOR EXPERIENCE DESIGNER

Ogilvy/WPP Group
Denver, CO (08/23–**Current**)

Leads the design and creation of user interfaces for various digital experiences and products, as well as all internal and external-facing animation pursuits. Founded the XDi interaction and animation practice.

VISUAL & INTERACTION DESIGNER

Deloitte Digital
Denver, CO (07/14–02/21)

Assisted in the creation of user interfaces for cross-platform products. Led the design and animation duties for all internal & external studio productions. Co-founded the DDFX in-house studio practice.

PRINCIPAL PRODUCT DESIGNER

Fluid Truck
Denver, CO (02/21–06/23)

Led the design thinking and creation of user interfaces for internal and external products. Spearheaded the design and curation of all brand assets to ensure efficiency in workflows.

ASSOCIATE ART DIRECTOR

Winter Group
Centennial, CO (03/11–07/14)

Designed and maintained materials for scholastic and higher-ed clients. Provided mentorship and artistic direction to the in-house junior design team, fostering their professional growth and development.

SOFTWARE & SKILLS

Adobe Creative Suite
Maxon Cinema4D
Figma
Sketch

UI/UX Design
Interaction Design
Visual Design
Motion Graphics Animation

Digital Illustration
Branding
Marketing
Copywriting

EDUCATION

THE ART INSTITUTE OF COLORADO

Bachelor of Arts
Graduated *Par Excellence* (2007)

Major: Digital Media Production
Minor: Motion & Media Design

GROFF