

Jay Boucher

48 St. Pauls Ave. #2
Jersey City, NJ 07306
551-998-9913

jayboucher.com
jay@jayboucher.com

Interactive designer and creative thinker skilled in visual design, illustration, games and animation. Adobe CC, UI/UX, HTML, CSS, Flash, Wordpress, Sketch, InVision.

FREELANCE CONSULTING

Digital Tutors / Guest Design Instructor / 2014-Current

Designed and recorded tutorials for web design tool Sketch, app prototyping site InVision and responsive Wordpress child theme development with CSS.

Ezra Jack Keats Foundation / Visual Designer / 2011-Current

Visual design consultant for foundation of children's book author and illustrator Ezra Jack Keats. Designed Flash games and animations based on Keats books. Currently designing relaunch of website for 2015, including new UI/UX and visual design.

Westwood One Radio / Visual Designer / 2010-2011

Designed user interface and branded visuals for series of radio show sites, including Dennis Miller, Gayle King and Loveline with Dr. Drew.

Mercer / UI/UX Designer / 2009-2012

Redesigned corporate website by translating company style guide into new web design standards and specs. Collaborated with dev team to transition to CSS-based layout. Created, presented and iterated UI/UX prototypes with executive team.

Other clients include McKinsey, Hearst Digital, Wowowow, Honeycat Cosmetics.

WORK EXPERIENCE

Condé Nast / New York, NY / Senior Visual Designer / 2008

Designed social networking micro-site for finance publication Condé Nast Portfolio.

MTV Networks / New York, NY / Senior Designer / 2000-2008

Lead design for relaunch of sites for MTV2 and MTV Tr3s. Oversaw launch and designed new initiatives for youth activism site Think MTV/Choose or Lose. Created and presented UI/UX prototypes and iterations to executive and production teams and produced final layouts, graphics and style specifications.

Collaborated with on-air creative and online production to design web destinations and marketing for MTV shows such as Pimp My Ride, The Real World, MTV Movie Awards. Illustrated, designed and programmed games and interactive toys for shows and sponsored contests. Photographed sets for TRL, The Real World, and VMAs.

Translated 2002 MTV.com redesign into site standards and created design style guide. Iterated design adjustments for home and hub pages with executive and UX team.

EDUCATION

School of Visual Arts / New York, NY / MFA Photo & Related Media / 1998

Virginia Commonwealth U. / Richmond, VA / BFA Communication Art / 1992