

# 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.

## WORK EXPERIENCE

### **Stevens Institute of Technology / Hoboken, NJ / Graphic Designer / 2015-now**

Designs web and print communications for technology university. Projects include print brochures, outdoor displays and design and development of HTML5 newsletters. Works with and enhances existing branding and helps guide online initiatives.

### **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. Illustrated, designed and programmed games and interactive toys for shows and sponsored contests.

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.

## FREELANCE CONSULTING

### **Ezra Jack Keats Foundation / Visual Designer / 2011-Current**

Designed Flash games and animations based on books by children's book author and illustrator Ezra Jack Keats. Designed relaunch of website, including new UI/UX.

### **Digital Tutors / Guest Design Instructor / 2014-2015**

Designed and recorded tutorials for design tools Sketch, InVision and responsive CSS.

### **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 global website using new corporate style guide. Helped dev team transition to CSS-based layout. Created, presented and iterated prototypes to executive team.

Other clients include McKinsey & Company, Hearst Digital, Wowowow.

## EDUCATION

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

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