

Art Direction & Design

JEFFREY LARRIMORE

PUBLIC SERVICE / JEFFREY LARRIMORE

Director & Designer — Boulder, CO & San Francisco, CA 2008-Current

Specializing in product/brand strategy and execution with clients in Philadelphia, Los Angeles, Boulder, and San Francisco.

SPLICK-IT

Director of Design & Visual Designer — San Francisco, CA 2012-2013

Our core focus was to support the sales team on 20+ brands for their brand integration into our enterprise software which included mobile (iOS/Android), web, and hybrid application interfaces. We also managed to create two additional merchant products as well as a full redesign and integration of the main consumer facing product.

STORENVY

Creative Director — San Francisco, CA 2011-2011

We focused on supporting the customer & merchant experience of the brand; specifically tackling to shorten the shopping cart experience to make it easier for customers and a better conversion path for our merchants. We also shipped/iterated on the theming experience while making the UI of the default themes more intuitive, launched custom urls, and redesigned the homepage to engage the marketplace.

DOJO 4

Creative Director & Partner — Boulder, CO 2009-2010

Our main goal at the Dojo 4 was to create amazing products for our clients to stand on and build from. We positioned ourselves to do this with companies and investors from the local tech scene. By building a free community workspace in our store front, we were able to support the design and development community.

MONDO ROBOT

Visual Design (Contract) — Boulder, CO 2008

My role as an interactive/print designer at Mondo Robot, which has a strong focus in motion graphics, helped me leverage my design in new ways and in different perspectives. This benefited the many brands and campaigns we worked on.

I-SITE INC.

Visual Designer & Art Director — Philadelphia, PA 2006-2008

Transitioning from mostly print design, I-Site was a great experience in interactive/experience design and marketing campaigns. Coming on as designer and later assuming the Art Director role helped me grow with a team and eventually learn to lead them. The national campaigns we worked on was the first time I could show my strength to work in systems.

EDUCATION

Camden County Technical School

Commercial Graphics, Sicklerville, NJ

TOOLS & SKILLS

<i>Visual</i>	<i>Code</i>	<i>Languages</i>
Photoshop	Textmate	HTML
Illustrator	Terminal	SASS/LESS
Indesign	Git	JavaScript
After Effects	Jekyllrb	Markdown
Final Cut	Framer.js	Ruby
FontLab Studio		PHP
Glyphs		