



Jana Delamarter

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EDUCATION

Azusa Pacific University
BA Graphic Design, graduated May 2014

Art Institute of Portland
Motion Graphics – Supplementary course

School of Visual Concepts
Sketch Workshop – Supplementary course

SKILLS

Design & Animation

- Figma
- Sketch
- After Effects CC
- Photoshop CC
- Illustrator CC
- Balsamiq

Augmented Reality

- Spark AR
- Lens Studio

Web Builders

- Squarespace
- Wordpress
- Basic HTML

Prototype & Present

- Figma
- Principle
- Invision
- Keynote
- Microsoft Office

EXPERIENCE

Product Designer Skillz, Inc.

November 2020 – Current

Owning feature designs from end-to-end for the Skillz player-facing mobile gaming platform. Championing target users through testing and analytics to build design solutions to complex problems, creating wireframes, prototypes, and high-fidelity final polished execution. Collaborating with an agile engineering team, Product Managers, and Product Analysts to rapidly test for iterative improvement. Consistent cadence presenting to company leadership, balancing user needs with business constraints to shape the future of esports.

Product Designer Nike Valiant Labs

November 2019 – November 2020

Built digital products for teens with integrated AR experiences, as a pioneering partner for Snap Inc.'s Story Kit and Camera Kit SDK integrations. I created both the AR experiences (Lens Studio, Spark AR) and the product experiences that integrated with them. Operating in Nike's R&D innovation accelerator, I was involved in all aspects of the process, and a key thought partner in high-level strategy. In addition to quantitative/qualitative research studies, I crafted user flows, wireframes, branding, interface design, interaction, prototypes, design handoffs, and developer reviews, working with PM's, Content Strategists, Researchers, and an agile engineering team.

Digital Designer Nike

May 2017 – November 2019

UX/UI design for Nike's digital 3D customization platform. Concepted and executed visual campaigns across all of Nike's digital platforms. I designed and animated for Nike.com, Nike App, Nike Instagram channels (including @nikesportswear, @nikebasketball), and email campaigns, mapping user journeys across Nike's digital ecosystem to optimize conversions.

Lead Designer 4th Avenue Media

Dec. 2015 – Dec. 2016

Promoted to Lead Designer, directing and mentoring a Junior Designer reporting to me. Built websites from concept to launch, presenting to our clients and stakeholders. Collaborated with developers on interface, interactions, and final delivery. I also designed full brand identities and executed the brand across digital and print marketing collateral.

Designer 4th Avenue Media

Dec. 2014 – Dec. 2015

Operated in a startup environment designing websites from concept to launch, building full brand identities for our clients including logos, style guides, and iconography, executing the brand across digital and print marketing collateral.