



# jon harmon

## A truly unique blend of designer and developer.

With a keen eye for design and a passion for creating visually compelling user experiences, I excel in bringing concepts to life through thoughtful aesthetics and intuitive interfaces.

While my primary strength lies in design, I also possess a solid technical understanding that ensures my designs are not only beautiful but also functional and implementable. This blend of design and technical knowledge positions me uniquely, enabling me to serve as a bridge between the creative and technical teams.

My comprehensive approach guarantees that every project benefits from both form and functionality.

### WORK

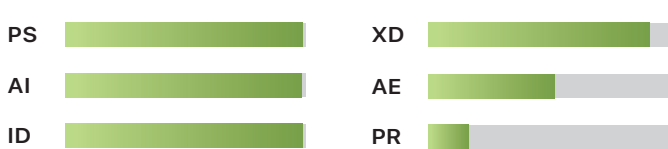


**CREATIVE DIRECTOR**  
FEB 2016 - OCT 2023

I guided the creative vision of GDRV's marketing strategy, establishing a consistent and professional brand presence. With the collaborative efforts of our creative team, we created impactful marketing materials for print and web, seamlessly aligning with the brand's identity and marketing goals.

*Additional work experience and references available upon request.*

### CREATIVE



*Over 20 years of Adobe Photoshop, Illustrator and InDesign experience.*

### 3D Experience



I've utilized the above 3D applications to create photo realistic lifestyle photography and video, product animations and large scale murals.

### Photography

Hands-on experience in photography of interior and exterior of RVs as well as corporate events and lifestyle photography planning and execution. I developed a system of rules and procedures that provided a consistent, professional look throughout all GDRV's product shots and also could be easily taught to ensure multiple photographers generated consistent images.

### Video Production

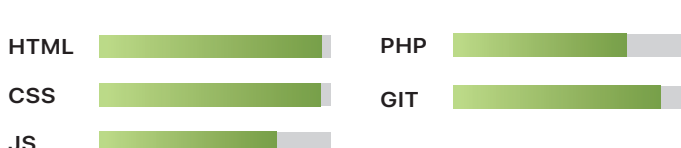
While I have hands-on experience of both capturing and post-production of marketing videos for use on social media, my strengths and interests are towards direction as well as post-production.

### Generative AI



I've used AI models for body copy adjustments, social media creation, headline generation, and error correction in JavaScript and PHP. I've described lifestyle shoot activities, named two RV brands, produced professional head shots, generated FPO shots for advertising, and developed RV floorplan concepts with interior photos.

### TECHNICAL



*Over 15 years experience with many common web development languages, libraries, and frameworks including SASS, JSX, jQuery, Bootstrap and more.*

### Content Management



10+ Years of Wordpress and Drupal experience creating custom websites as a freelancer as well as maintaining and developing complex functionality such as build and price calculators and interactive owners' rally e-commerce functions. Additionally I was involved in standing up Adobe Experience Manager Platform (DAM and Sites) for GDRV.

### Operating Systems



I have over 25 years experience on Apple Computers and MacOS that includes software and hardware troubleshooting, security and networking. I also have experience setting up and maintaining web servers on Ubuntu and CentOS Linux via user interface and/or command line.

**Let's put our heads together and create something amazing!**

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Connect with me on:

