

Jason Caslavka

1916 SE 51st Avenue | Portland, OR 97215 | (503) 539-2898

Professional Summary

I have more than 25 years of experience transforming complex business requirements into actionable tasks. I have worked for small startups and large corporations, building their brands, and serving as the vital link between business expectations and the practical needs of designers and engineers.

I believe in fostering a growth-oriented mindset within teams. I am passionate about nurturing an environment where innovation will flourish and collaboration will thrive, ensuring not only the delivery of exceptional products but also an enjoyable journey in the process.

Experience

Managing Director

Brightbase Design Agency

June 2021 to Present

- Retainer Accounts Manager, directly reporting to the Agency Owner.
- Nurture relationships with high-touch, high-demand clients to focus and establish their brand, discern their priorities, and implement them efficiently.
- Collaborate with a globally distributed team, operating remotely.
- Direct and coordinate designers and developers to deliver exceptional branding solutions and web designs.
- Manage animators and videographers to produce engaging videos and advertisements.
- Develop pitch decks to help clients tell their story and raise funding.
- Facilitate status calls to maintain alignment and cohesion among team members.
- Foster a culture of mutual respect and collaboration resulting in outstanding outcomes for both clients and team members.

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Chief Experience Officer

Care Daily

October 2009 to October 2023

- Directly accountable to the CEO for product oversight, strategic direction, and brand coherence.
- Collaborated with a diverse, globally dispersed team, fostering remote work practices and travelling around the world to meet in person.
- Lead discovery meetings to extract and refine customer and business requirements.
- Direct and review the design team to create mockups that guide the engineering teams.
- Managed product management backlog, prioritizing tasks and ensuring clarity for stakeholders.
- Translated complex engineering concepts into user-friendly screen designs.
- Executed mobile user interface design and development for both iOS and Android platforms.
- Developed user interfaces for web applications using HTML and CSS.
- Led customer meetings with notable clients such as Xfinity, Panasonic, and Tracfone, among others, to understand and address their needs.
- Oversaw the creation and maintenance of the company brand and websites, including logo, corporate identity design, press releases, and in-person events.
- Managed a team of designers, providing guidance and support in project execution.
- Served as the design lead for the engineering scrum team, facilitating seamless integration of design and development efforts.
- Contributed to the development and maintenance of the design system to ensure consistency and efficiency across projects.

Creative Director & Account Manager

Spark Portal

March 2023 to October 2023

- Subscription Accounts Manager, directly reporting to the Agency Owner.
- Engaged in nurturing relationships with high-touch, high-demand clients to discern their priorities and requirements effectively.
- Successfully collaborated with a globally distributed team, operating remotely.
- Directed and coordinated designers and animators to deliver exceptional videos and animations that follow client brand guides.
- Facilitated regular status calls to maintain alignment and cohesion among team members.
- Fostered a culture of mutual respect and collaboration, resulting in positive relationships and outstanding outcomes for both clients and team members.

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System Software Engineer V

Hewlett-Packard Company (Bitfone Corporation)

December 2006 to October 2009

(Bitfone Corporation was acquired by Hewlett-Packard in April 2007.)

- Acted as a liaison between marketing and engineering departments, ensuring seamless collaboration and alignment of objectives.
- Translated intricate engineering concepts into intuitive and user-friendly screen designs.
- Took charge as the user experience lead for the mobility solutions business unit, driving excellence in user-centric design practices.
- Specialized in designing and developing user interfaces combining technical prowess with creative flair.
- Conducted regular meetings with marketing, sales, and customers to gather feedback and enhance product offerings including travel to California, Beijing, & Shanghai
- Led the creation and execution of user tests to iteratively improve product usability.
- Created and implemented a structured design process, including:
 1. Creation of low-fidelity storyboards to outline user interactions.
 2. Development of low-fidelity prototypes with clickable functionality for user testing.
 3. Production of high-fidelity screen designs to depict final appearance and functionality.
 4. Implementation of designs to ensure seamless integration with development efforts.

Software Developer IV (GUI)

Sprint Corporation (Kforce Consultant)

December 2005 to December 2006

(Converted from consultant to employee in October 2006.)

- User interface lead to create the web application dedicated to tracking issues with Sprint PCS phones globally.
- Specialized in crafting user interfaces using a blend of Photoshop, Illustrator, HTML, and CSS, ensuring visually appealing and functional designs.
- Conducted meetings with business customers to elicit and refine requirements, fostering collaborative partnerships to deliver tailored solutions.
- Created a structured design process, encompassing:
 1. Creation of low-fidelity storyboards to visualize user interactions and workflows.
 2. Development of low-fidelity clickable prototypes for user testing and validation.
 3. Production of high-fidelity screen designs, meticulously crafted to represent final product aesthetics and functionality.
 4. Implementation of screen designs to ensure smooth integration with development efforts and alignment with project goals.

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Graphic User Interface (GUI) Developer

GSI Commerce, Inc. (Boss Staffing Consultant)

October 2004 to February 2005

- Managed weekly updates and additions to ralphlauren.com, ensuring timely and accurate implementation.
- Integrated new assets including images, flash elements, XML, HTML, JavaScript, and JSP to enhance website functionality.
- Addressed production support tickets promptly, resolving errors and bugs to maintain website performance.
- Coordinated the deployment of edited files to production, ensuring smooth and efficient updates.
- Collaborated closely with cross-functional teams including Developers, Graphic Designers, Art Directors, Producers, and Quality Assurance Specialists to achieve project objectives.

Graphic User Interface (GUI) Developer

Sprint Corporation (Kforce Consultant)

February 2001 to October 2004

- Responsible for the ongoing maintenance of ralphlauren.com, ensuring weekly updates and additions are executed seamlessly.
- Implemented new images, flash elements, XML, HTML, JavaScript, and JSP to enhance website functionality and user experience.
- Managed production support tickets, promptly addressing errors and bugs to maintain website integrity.
- Coordinated the deployment of edited files to production, ensuring smooth implementation and minimal disruption to operations.
- Collaborated closely with a multidisciplinary team comprising Developers, Graphic Designers, Art Directors, Producers, and Quality Assurance Specialists, fostering a cohesive and efficient working environment.

Department change in May 2005

- Led the GUI design efforts for JAVA applications employed by Sprint Corporate Real Estate, facilitating efficient monitoring, prediction of vacancy, tracking building issues, and forecasting building projects.
- Specialized in user interface design, leveraging tools such as Photoshop, Illustrator, HTML, JavaScript, and Flash. Conducted client interactions to analyze requirements using Visio storyboards and application flows.
- Spearheaded standardization of look and feel across applications, contributing to the redefinition of the software development process.

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- Designed, developed, and maintained multiple department intranet websites, ensuring accessibility and usability for internal stakeholders.
- Produced Flash presentations to effectively communicate complex concepts and project updates.

Creative Director

Victory Enterprises, Inc.

June 1999 to February 2001

- Led a team of four as the primary designer and developer, overseeing notable projects such as Scott County (150+ pages), City of Davenport (400+ pages), and the Iowa 80 Group (8 sites, 100+ pages), while also serving as Project Manager.
- Conducted meetings with potential and existing clients to understand their requirements and ensure alignment with project objectives.
- Specialized in graphic design, proficient in tools including Photoshop, Illustrator, HTML, JavaScript, and Flash.
- Designed various marketing collateral including yard signs, bumper stickers, buttons, lapel stickers, logos, newsletters, mailings, and promotional materials, as well as Flash CD-ROMs for enhanced multimedia presentations.

Graphic/Web Designer

XPAND Corporation

August 1997 to May 1999

- Designed, developed, and implemented websites and printed materials using Photoshop, Illustrator, and HTML.
- Conducted meetings with potential and existing clients to gather requirements and ensure alignment with project goals.
- Managed the design and coordination of various projects including logos, newsletters, mailings, marketing materials, and presentations.

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SOFTWARE

Figma, Miro, Asana, Jira, Monday, Clickup, Photoshop, Illustrator

EDUCATION

August 1995 to
May 1997

Hawkeye Community College
Waterloo, Iowa
Degree: Associate of Applied Arts

REFERENCES

Gene Wang

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