

Tim Gaskins

UX/UI designer creating engaging user experiences

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Skills

User Research
Visual Design
Wireframes
Prototypes
Experience Strategy
Information Architecture
Design Thinking
Brand Management
Communication
Leadership
Digital Marketing
Web Development

Tools

Adobe XD
HTML / CSS
WordPress
Google Analytics
Photoshop
Illustrator
InDesign
Premiere Pro
After Effects

Education

University of Colorado Boulder
Bachelor of Environmental Design
2005 - 2009

Passions

Snowboarding, drumming, Colorado sports teams, mountain adventures

Experience

Freelance

Web Designer & Marketing Strategist

June 2018 - Present

- Partner with small business owners, authors, and non-profit organizations on marketing projects.
- Design and develop websites using multiple content management systems and web technologies.
- Create SEO strategies and brand messaging.

Calvary Bible Church

Director of Digital Communication

September 2020 - Present / Boulder, CO

- Optimize brand efficiency using thought leadership on channel strategy, style, and measurement through diverse media content types and conversion goals.
- Developed website, which increased engagement from 800 to 2,400 monthly active users.

Director of Communication

September 2016 - September 2020 / Boulder, CO

- Led rebranding campaign to pitch key messaging with executive stakeholders and iterated on designs with creative team to implement a new visual identity.
- Designed a website for a three-campus, multi-generational organization of 2,000 members and visitors that increased engagement and brand visibility.

Communication Specialist

August 2010 - September 2016 / Boulder, CO

- Cultivated obsessive focus on digital end user experience to streamline path from awareness to engagement.

Pro Bono

Creative Web Designer

May 2013 - April 2019

- Led on-site, week-long design sprints to create websites optimized for under-resourced non-profits to empower community engagement.