

EXPERIENCE

THINKFUL - UX | UI DESIGNER 2020-2021

- Applied best practices in the full cycle of the design process.
- Create empathy maps, journey maps, sketching & wire framing, heuristic testing, low-fidelity & high-fidelity prototyping.

OPTIC VIEWS - GFX DESIGNER / PHOTO 2014-Present

- Communicate with clients to ensure deliverables met expectations of visual design.
- Create logos that effectively portrays the clients brand message.
- Direct photoshoots to enhance creativity and satisfy the clients needs.
Clean up and touch up photos in using adobe editing software.

BEST BUY - SPRINT VPL 2018-2020

- Present new devices and phone plans to generate revenue.
- Increase profits from 118k in 2018 to well over 700K in 7 months.
- Awarded top 10 Vendor in the Nation for Best Bu.y

WOLFCHASE TOYOTA - SALES CONSULTANT 2012-2016

- Established client's financial position, assisting them in purchasing the vehicle that best fit their budget.
- Averaged 21 transactions per month. Met and surpassed company quota.
- Awarded salesperson of the month 4 times.

EDUCATION

THINKFUL - GRADUATED 2021

UX UI Design - 650 hours

UNIVERSITY OF MEMPHIS - 2009 - 2012

Hospitality and Resort Management

AWARDS

2X Clothing Designer OTY ('16-'17 SCM Awards)
Graphic Designer OTY ('19 SCM Awards)

SKILLS



JERRIOUS FARLEY

UX UI DESIGNER
PHOTOGRAPHER
GFX DESIGNER

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