



# Carlton Jones

UI/UX Designer

## Details

### Address

Boiling Springs  
United States

### Phone

864.494.3569

### Email

cjones@vibecoagency.com

## Links

### Portfolio:

[carltonjones.design](http://carltonjones.design)

## Skills

Knowledgeable in User  
Interface/ User Experience

Usability Testing Prototyping

Information Architecture

Graphic Design

Adobe Creative Suite

Sketch

Adobe XD

InDesign

HTML/CSS

## Hobbies

Gaming, Fishing, Musician,  
Football, Basketball

## Profile

I am a UI/UX designer with over **6** years of experience conceptualizing and crafting digital products, helping businesses and non-profits expand their capacity for impact.

## Employment History

### UI/UX Designer, VIBE Agency

Apr 2020 - Present 📍 Boiling Springs, SC

- Leading designer, developer, and user researcher for VIBEs 35+ clients including reputable brands such as Midas and Big O Tires.
- Contracted by Angels Charge Ministry (2020-2021) to develop and manage [angelscharge.org](http://angelscharge.org). Web traffic grew over 300% with improved brand awareness, a newly implemented donor subscription program, and a revised conversion funnel.

### Content Manager, TBC Corporation

Sep 2018 - Jan 2020 📍 West Palm Beach, FL

- Ground-up Design, Development, & management of [Midasfranchise.com](http://Midasfranchise.com) and [Bigofranchise.com](http://Bigofranchise.com) after a competitive analysis was performed on franchise brands such as Meineke, RNR, Chick-Fil-A, and Jiffy Lube. Utilized Google Analytics & Maze to research user habits to continuously update the lead generation funnel, increasing conversions through UI refreshing.
- Designed and developed email templates for key marketing campaigns both internal and external.
- Reported key Analytics relating to SEO, social media and email campaigns, ROI, Transactions and budgeting.

### Customer Experience Specialist, TCI Tire Centers (Acquired by TBC Corporation)

Jan 2018 - Sep 2018 📍 Duncan, SC

- Identified the needs of large vendors such as Costco, Walmart, Sam's, and more.
- Collaborated with internal departments to optimize customer services and processes.
- Ran lead on a new Warranty Software project used by all warehouses nationwide. Conducted user testing and drafted wire-frames for the development team.

### Graphic Designer, TCI Tire Centers (Acquired by TBC Corporation)

Jul 2017 - Jan 2018 📍 Duncan, SC

- Prepared & managed marketing materials for over 300 vendors including Michelin, BFGoodrich, Uniroyal and Hankook.
- Gave creative input while collaborating with the design team

## Education

University of South Carolina Upstate, Art Studio emphasis in Graphic Design

Aug 2010 📍 Spartanburg, SC

General Assembly Atlanta, UI/UX Designer Bootcamp

May 2018 📍 Online