Jason Michael Laeser

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Coding Language Suitcase

XHTML - 9 out of 10

CSS - 9 out of 10

JavaScript - 7 out of 10

PHP - 4 out of 10

Program Proficiencies

MS Office

Dreamweaver

Aptana

Adobe Illustrator

Adobe Photoshop

Work Experience

Lands' End   **September 2007 - Current**

User Experience Designer

Over the past year I have become the go to person for our User Experience Team. My high level of XHTML, CSS and my accelerated JavaScripting abilities I have pushed our team to a knew level. I have become a key person in understanding API's which include Google Maps and UPS delivery program for the Lands' End website. Most recently I have become the main User Experience contact on a more complex project that is budgeted over $10 million dollars for a custom built Content Management System. Along side of this project I have been setting the ground work for a more stable and customizable UI for Landsend.com by establishing reset/core CSS files and introducing the jQuery javascript library to help reduce programing production by over 20%.

Key Achievements
- Designed, developed and deployed a new UI that has helped increase checkout demand by over $10 million dollars.
- Lead user experience designer for the creation of a content management system for an customizable e-commerce sub-sites

Responsibilities
- Organize design details into a complete user interface design specification that will be used as a blueprint for web development.
- Collaborating with the web team and business owners to create user experience specs, user flows, wire frames, mockups and interactive prototypes.
- Assisting in usability testing of the designs: building interactive prototypes, developing test plans, testing prototypes, observing usability, analyzing the results and utilize test findings into customer friendly web interfaces.

[Omnipress](#)   **October 2004 - September 2007**

Digital Project Manager | Product Research and Development

Brought on board as a "Digital Project Coordinator" tasks included large document page prep and PDF based interactive CDs. By the time I left I was given the Title as Digital Project Manager due to my role in bringing state of the art digital printing equipment in house to help reduce costs and increase the productivity of older printing technologies. I also worked with a small group that helped create the next generation of portable media to be used by our conference clientele. In the process of creating the updated products I created an extensive XHTML and CSS educational program to bring my fellow team members up to par with the new product design phases.

Key Achievements
- Managed and grew approximately $2 million worth of business in 2 years.
- Implemented and Managed the Quick Response Manufacturing production structure for the Digital Media Team.
- Established an outsourcing program by utilizing work from home individuals.
- Developed, documented, and carried out training programs for newly developed products.
- Established and managed an XHTML training program for members of the team.
- Rebuilt and deployed an online file collection system.
- Utilized Six Sigma strategies for continuous process improvement of production processes.
- Maintained 96% customer satisfaction rating while managing, developing and troubleshooting newly developed products with little or no production procedures established.

Responsibilities
- Supported the Product and Service Development team that pilots all web based,ecommerce, and other digital media products; acting as the liaison between digital production staff , account managers, project managers, sales and customer.
- Helped Establish, maintain and diagram product workflows for print/online books, CD/DVDROMs, USB drives and online file collection. Established the general overview of the process showing the sequence of events, followed by detailed diagrams of each event.
- Executed the process lifecycle of producing products by figuring out who the enduser is, gathering desired product specifications from clients, managing scope creep, establishing production schedules based on lead times, performing quality assurance of finished products, sharing products with clients, managing change requests, and providing technical support while ensuring that projects stay within budgetary restrictions.
- Negotiated with vendors regarding the price of materials or services and new product improvement initiatives which were based on the "voice of the customer". Created purchase orders for these materials and services.
- Supervised outsourced staff, included scheduling, training and periodical reviews.

Bjorksten | Bit7 formally Bit7 Inc.   **September 2002-September 2008**
Web Technology Consultant

Started as an internship where I was brought on to "clean-up" the website. Eventually lead to a board member position on the Product Development and Management Association of Wisconsin.

Key Achievements
- Introduced and established interactive GUI interface simulations for prototypes to reduce cost of fully functional models.
- Upgraded existing sales and promotional tools, such as brochures, flyers, logo and company colors.
- Continually modifying outdated and poorly coded website, to help save the cost of a website redesign.

Responsibilities
- Perform website maintenance and updates for Bit7 and sister company Bjorksten Research Laboratory
- Assisted on multiple product development initiatives for many of Bit7's clients.
- Provide and Attend business opportunity meetings in regards to possible solutions for clients projects.

Extra Ciricular Activities

PDMAWisconsin   **September 2006 - June 2008**
Executive Board Member, Website Administrator
Completed entire site redesign. Included working with PDMA National on site layout design and functionality. Added site tracking tools to help analyze user habits. Provide the voice of the IT world for future conferences and events. Introduced, established and manage BaseCamp and Google Doc accounts to help bring consolidation to collaborative efforts by members of the board.

TheBeerLife.com   **September 2006 - Curren**
Owner
As time has gone on man and beer have evolved in such a way that no beer has been created equal. With the vast amount of information that is available it seemed that it was never easy to understand or that you needed to have a background in brew making to know what was going on. So to help educate and entertain my cousin Jake and myself we have established thebeerlife.com to make it easier for any man to have access to all that is related to beer.