

# JESSE MUSTO

**UI/UX Designer | Digital Product Design | Visual Storytelling**  
(Open to Full-Time or Contract Roles)

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## SUMMARY

With over a decade of experience, I design polished, intuitive user interfaces that balance visual clarity with real-world usability. My background spans aerospace, defense, publishing, and entertainment—from AR/VR training tools for the U.S. Navy to data-driven applications for the USDA. I focus on translating complex workflows into clean, efficient UI and building scalable design systems that keep products consistent, accessible, and easy to use. I work fluently in industry-standard tools such as Figma and Adobe Creative Suite, using modern AI tools to streamline content and asset creation. My work is informed by usability testing and product data, with strong experience applying WCAG and Section 508 accessibility standards at the interface level. I bring a strong visual storytelling sensibility to every project, ensuring interfaces not only look refined but support clarity, speed, and performance. Open to full-time or contract UI, UI/UX, and product design roles.

## CORE COMPETENCIES

UI/UX Design · Digital Product Design · User Research & Testing · Prototyping & Wireframing · AR/VR Interfaces · Design Systems · Responsive Web & Mobile Design · Illustration, Motion, & Visual Storytelling · Accessibility (WCAG) · Agile Collaboration

## TOOLS & TECHNOLOGIES

Figma · Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects, Premiere Pro, InDesign) · Sketch · Procreate · Web CMS (WordPress, Drupal, Webflow, Shopify) · JIRA · Confluence · Microsoft Teams · Google Workspace

## PROFESSIONAL EXPERIENCE

### Avatar Partners – UI/UX & Multimedia Designer III

2023 – Present

- **Designed and delivered mission-critical training platforms** for Lockheed Martin, including a 3D content creation system, unified digital workspace, and asset management hub, streamlining workflows for thousands of engineers and trainees.
- **Created AR/VR UX prototypes for U.S. Navy simulations**, enabling immersive training scenarios adopted in pilot programs.
- **Redesigned USDA livestock classification tools** to improve usability, reducing classification time and error rates through clearer interfaces and streamlined workflows.
- **Built and standardized design systems** to unify product experiences across multiple platforms, ensuring WCAG accessibility and consistent usability.
- **Documented and scaled design processes** (SOPs, CMS, interface guidelines) to support multidisciplinary teams and accelerate development cycles.

### LavaMap – UI/UX & Visual Design Lead

2021 – 2023

- **Directed UI/UX design and branding** for web and mobile platforms, establishing a cohesive product identity and improving customer adoption rates.
- **Led user research and usability testing**, synthesizing insights into actionable design changes that enhanced usability and retention.
- **Delivered end-to-end design deliverables** (wireframes, mockups, prototypes) that accelerated development and clarified product roadmaps.
- **Implemented structured design workflows** in JIRA and Confluence, improving cross-team communication and reducing design-to-dev handoff friction.

### **The Morning Call Newspaper – Senior Journalist: Graphics & Interactives**

2017 – 2021

- **Created interactive graphics, illustrations, and data-driven visuals** that boosted reader engagement and supported award-winning journalism.
- **Designed and managed page layouts** for multiple daily newspaper sections, ensuring on-time delivery under strict editorial deadlines.
- **Collaborated with editorial staff** to translate complex news stories into accessible, visually compelling digital and print experiences.

### **Earlier Roles – Graphic Design & Production**

2010 – 2017

- Delivered **print-ready artwork, branded visuals, and licensed product graphics** for publishing and entertainment companies including Deluxe Entertainment and Paper Magic Group.
- Supported **production, prepress, and design operations** across multiple teams, ensuring accuracy, efficiency, and consistency in high-volume print and packaging projects

### **EDUCATION & CERTIFICATIONS**

BFA, Communication Design (Illustration) – Kutztown University (2009)

Certifications: UI Design, UX Design (BrainStation) · Digital Painting (CGMA)

### **AWARDS & RECOGNITION**

- Featured Artist, BrainStation Poster Campaign (2021)
- Keystone Press Awards: First Place (2017), Honorable Mention (2019)
- Winner: Terry Boyle Senior Illustration Award, Cider-Press of America Award
- Nominee: Donald Breter Outstanding Senior Illustration Award

### **REPRESENTATIVE CLIENTS**

Lockheed Martin · U.S. Navy · USDA · Sony · Microsoft · HBO · Netflix · Toei Animation · Old Elk Distillery