

JESSE MUSTO

UI/UX Designer | Digital Product Design | Visual Storytelling

(Open to Full-Time or Contract Roles)

jessemusto@gmail.com | 570.239.8770 | jessemusto.com

SUMMARY

UI/UX Designer with 10+ years of experience creating intuitive, human-centered digital products across aerospace, defense, publishing, and entertainment. Skilled in transforming complex workflows into clear, accessible interfaces, from AR/VR training tools for the U.S. Navy to data-driven applications for USDA. Experienced in user research, prototyping, and responsive design systems that align business goals with user needs. Recognized for blending strong **visual storytelling** with practical, user-focused design to deliver products that engage and perform. Open to full-time or contract roles in UI/UX and digital product design.

CORE COMPETENCIES

UI/UX Design · Digital Product Design · User Research & Testing · Prototyping & Wireframing · AR/VR Interfaces · Design Systems · Responsive Web & Mobile Design · Illustration & 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