

# JEFF PRYSTAJKO

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## SUMMARY

Accomplished, creative and detail-oriented designer, developer and leader passionate about delivering exceptional work combining technology, business goals, innovative design and superior experiences.

### Senior UI Designer, accesso 01/2016 - 03/2020

Collaborate with product teams to innovate and iterate on user experiences leveraging multiple accesso platforms and business units. Bring design expertise to groundbreaking projects including wearable technology, AI/ machine learning, kiosks and digital signage.

#### HIGHLIGHTS:

- Created static mockups and complex interactive prototypes for new features and full applications
- Produced UI/UX designs for wearable band used by parks, waterparks and other attractions
- Developed tools to improve design processes as well as a dynamic TV presentation to boost intraoffice communications

## EXPERIENCE

### Director of Digital Marketing, We Do Digital 07/2014 - 01/2016

Established new Digital Marketing division developing strategies, programs and pricing models focusing on SEO, PPC, email marketing, SMO, content marketing and analytics. Identified key performance indicators and means to increase website goals and conversions.

#### HIGHLIGHTS:

- Spearheaded internal marketing including redesigned site and branding; saw prospects and new business double
- Overhauled clients' analytics reports to focus on insights and recommendations beyond just data

### Sr. Web Designer/Developer, We Do Digital 07/2004 - 07/2014

Designed and operationalized websites, particularly within the theme park and attractions industry. Directed overall project management including budgeting and overseeing junior designers and developers. Incorporated functionality including geofencing, wayfinding, and third-party APIs.

#### HIGHLIGHTS:

- Lead owner, designer and developer on websites and apps totalling an average of 20M+ visitors per year
- Devised several features, practices and conventions that have become standard on industry sites

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## ADDITIONAL EXPERIENCE

### President, Come Out With Pride Orlando 07/2015 - PRESENT

Oversee volunteer board and organization planning Orlando's Pride Parade and Festival, an annual event which attracts nearly 200,000 individuals and generates a \$22+ million economic impact. In prior roles was responsible for revamping all creative, marketing and communication efforts.

#### HIGHLIGHTS:

- Leading effort to bring WorldPride to Orlando in 2026 with the potential for 1+ million in attendance
- Oversaw 30% attendance increase and 50% revenue increase

### Designer/Webmaster, Gay Games 9 03/2012 - 08/2014

Led global event's website and graphic design for the 2014 weeklong gathering that attracted over 20,000 participants and visitors, generated an estimated \$52 million for the local economy and was the most profitable Gay Games since its inception in 1980.

#### HIGHLIGHTS:

- Initiated and developed notable and popular campaign theme
- Redesigned website to improve functionality and user design
- Designed all on-site signage and Closing Ceremony graphics

## SKILLS

Design  
Development  
Digital Marketing  
Data Analysis

Project Management  
Communications  
Networking  
Event Management

## EDUCATION

MBA  
R.I.T. 05/2004  
Concentrations in Marketing/MIS

B.S, Information Technology  
R.I.T. 05/2002  
Minor in Communications

## COMMITTEES

IAAPA Finance & Technology Subcommittee 01/2017 - 12/2019  
One Orlando Alliance 06/2016 - PRESENT

## RECOGNITION

Watermark's Most Remarkable People of 2018  
Speaker/Moderator - 2018 SXSW; 2009 - 2019 IAAPA Attractions Expo  
IAAPA Brass Ring Award, Best Websites