

JON PAUL "JP" LONG

CREATIVE DUDE // PRODUCT DESIGN LEADER

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/// BACKSTORY

I started my career as an interactive developer before I even graduated college, working in a training department as a multimedia and animation specialist back when Flash powered the internet. Those early years taught me how to explain complex ideas visually, keep people engaged, and make technology feel human instead of intimidating.

Over the years, I have moved fluidly between creative, technical, and leadership roles across agencies, startups, and enterprise teams. Design, animation, web development, video, branding, and storytelling have all been part of the same through-line: translating ideas into experiences that actually work.

At my core, I am a connector. I connect people to ideas, ideas to execution, and passion to sustainable systems. I am kinda calm under pressure, collaborative by default, and known for being genuinely enjoyable to work with.

/// TECHNICAL ARSENAL

AI Tools: ChatGPT, Grok, Manus, Perplexity

Design & Animation: Adobe Creative Suite, motion graphics, visual storytelling

Web Development: HTML, CSS, JavaScript

Video: Editing, post-production, camera support

Recruiting: Healthcare recruiting, candidate experience, relationship building

/// EXPERIENCE

Recruiter

[Inhouse Recruiting Solutions](#) | April 2023 to January 2026 | Remote

Healthcare-focused recruiter specializing in Hospice and Home Health roles across the United States. Built strong relationships with clinicians, administrators, and leadership teams by leading with empathy, transparency, and trust.

Worked closely with candidates who are deeply mission-driven, helping them navigate career moves that aligned with their values. Supported internal initiatives including website design and development, social media management, and brand support.

The role combined recruiting with creative and technical problem-solving, and remains one of the most meaningful chapters of my professional life, especially having the opportunity to work alongside my brother and support something he built for his family.

Band Manager / Monkey Wrangler

[Coby Rotan and The Naturals](#) | July 2024 to Present | Remote

Manage the business side of a working band without killing the vibe. Responsibilities include website management, show posters and single artwork, booking coordination, logistics, and general problem-solving.

Also serve as part-time strategist, part-time therapist, full-time believer in the music, and occasional adult in the room.

Founder and Content Creator

[The Attitude with Damone](#) | July 2025 to Present | [theattitude.blog](#)

Creator of a rock and roll music blog delivering raw, unfiltered commentary on the music that matters. The Damone persona is a deliberate nod to Mike Damone from Fast Times at Ridgmont High, reimagined as an older, wiser voice who still knows where the good seats are.

Inspired by Cameron Crowe's character-driven storytelling, the project blends cultural history, deep cuts, myth-busting, and lived experience to cut through hype and nostalgia. Built the brand, voice, visuals, and platform from the ground up, combining storytelling, design, and editorial direction into a fully realized creative property.

Freelance Designer and Animator

JP Design | May 1998 to Present

More than two decades of creative work spanning graphic design, animation, web development, and video. This career was preceded by time spent driving trucks and working in the West Texas oil patch, which taught me discipline, grit, and how to finish what I start.

Worked with a wide range of clients from startups to enterprise teams, always focused on clarity, usability, and strong visual communication.

Founder and Owner

Galleywinter | January 2001 to Present | New Braunfels, Texas

Founded Galleywinter as the original digital home for Texas and Red Dirt music before social platforms existed. Built a fan-driven community that has lasted over 25 years and remains a trusted source for the scene.

Also produces an annual music festival dedicated to showcasing the next generation of Texas artists. Longevity, credibility, and culture have always mattered more than trends.

Band Manager / Therapist

Sun Valley Station | June 2021 to June 2024 | New Braunfels, Texas

Managed a regional rock band from branding to logistics to creative direction. Equal parts leadership, diplomacy, scheduling, and emotional triage. A real-world education in conflict resolution, emotional intelligence, and keeping the wheels on when expectations and reality collide.

Art Director and Video Assistant

Big Flavor Films | June 2018 to June 2024 | Austin, Texas

Helped launch the company as the continuation of a two-decade creative partnership. Served as Camera 2 and supported on-set production across commercial, documentary, and music projects.

Footage shot during the first days of COVID in Austin went viral, generating millions of engagements and landing on all major local news outlets and my favorite plug, Telemundo. The Austin Mayor at the time referenced the footage publicly, and the exposure helped put the company on the map. Still one of those moments where you know you did something right.

Also worked on music videos and performance shoots for Randy Rogers Band, Sun Valley Station, Micky and The Motorcars, Lucas Nelson, and others, blending visual storytelling with live-music energy in projects that actually felt like the bands.

Graphic Designer and Animator

Treez Inc. | July 2019 to January 2020 | Oakland, California

Worked with an enterprise cloud commerce platform serving the cannabis industry. Supported design and animation needs for a fast-moving SaaS environment. I inhaled.

Lead Designer and Animator

WinView Games | December 2017 to December 2019

Lead designer and animator for a fantasy sports mobile app providing real-time predictive gaming experiences. Owned creative execution across the platform.

Graphic Artist and Animator

Sabre Corporation | December 2013 to December 2019

Designed and animated HTML Canvas banner campaigns for hotels and resorts worldwide for one of the largest global travel technology companies.

Roadie

Lincoln Durham Music | June 2013 to June 2014

Toured the country in a van with a one-man band. Learned logistics, endurance, humility, and how to keep moving no matter what breaks.

The roadie knows what the roadie knows.

Interactive Designer and Developer

Dell | April 2011 to April 2013

Contract role focused on Flash development for a new laptop product line. Gained deep experience working within strict enterprise brand guidelines.

Never did get that sit-down with Michael.

Interactive Art Director

Nfusion | January 2007 to December 2008

Led interactive design and Flash development for major clients including Guitar Center, Compass Bank, AMD, and Chili's. High output, high pressure, lots of late nights.

Interactive Designer

Tocquigny | April 2002 to June 2004

Relocated to Austin to advance my design career and immerse myself in music culture. Contributed heavily to Dell projects and other corporate and regional clients in a supportive, creative environment.

Interactive Designer, Training

Verio | 1998 to 2002

Started in the call center providing dial-up tech support while pursuing my art degree. Promoted to Night Shift Team Leader, then into the training department after my design work was noticed.

Spent 2.5 years transforming binder-based training materials into interactive learning modules. This is where my design career truly began.

/// EDUCATION

Associate of Arts, Animation, Interactive Technology, Video Graphics and Special Effects

The Art Institutes | 1998 to 2001

/// PERSONAL

My wife and I have rescued four dogs who keep life loud and interesting. We spend a lot of time in our garden growing flowers and food, finding peace in watching things grow and taking care of what matters.

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Hi,

I have spent most of my career working at the intersection of creativity, technology, and people. These were not always roles that fit neatly into a single box, but they consistently required clarity, empathy, and follow-through.

I started as an interactive developer before I even graduated college, working in training and multimedia back when Flash powered the internet. That early experience shaped how I think about work. Explain things clearly. Keep people engaged. Never forget that technology is meant to serve humans, not intimidate them.

Since then, my path has moved through design, animation, web development, video production, music projects, and most recently healthcare recruiting. While the titles changed, the through-line stayed the same. I translate ideas into execution, calm chaos, and help people move forward without unnecessary noise.

My most recent role was as a recruiter with Inhouse Recruiting Solutions, specializing in Hospice and Home Health. It became one of the most meaningful chapters of my career. I worked closely with clinicians who care deeply about what they do and needed someone who could listen, be honest, and guide them without pressure. I also supported internal creative and technical work, which kept me connected to both the people side and the build side of the business. Working alongside my brother on something he built for his family made the work even more personal.

Outside of recruiting, I have built and run long-standing creative and music projects, including Galleywinter, one of the earliest digital homes for Texas and Red Dirt music, and The Attitude with Damone, a character-driven rock and roll culture blog inspired by Mike Damone from Fast Times at Ridgemont High and Cameron Crowe's storytelling style. These projects were end-to-end builds, including brand, voice, visuals, systems, and community.

I have also spent years in video production, including helping launch Big Flavor Films. During the early days of COVID, footage we shot in Austin went viral, reached millions of people, landed on every major local news outlet and Telemundo, and was referenced publicly by the Austin Mayor. We also produced music videos and performance projects for artists like Randy Rogers Band, Lucas Nelson, Micky and The Motorcars, and others. Those experiences taught me how to stay calm when things are moving fast and expectations are high.

If I had to sum myself up, I would say I am a connector. I connect people to roles, ideas to execution, and creative energy to systems that actually work. I am collaborative by default, kind of calm under pressure, and comfortable wearing multiple hats without needing credit for every one of them.

If you are looking for someone who brings experience, perspective, and a steady hand, someone who can think, build, and work well with others, I would welcome the chance to talk.

Thanks for your time,

Jon Paul "JP" Long