

JASON ANDREWS

SENIOR ART DIRECTOR

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PROFILE

I've built my career conceptualizing and designing quality experiences that capture a client's individuality. This includes supporting clients with traditional print media and marketing materials off-line, while designing and developing web concepts and digital marketing campaigns that drive their brand on-line.

EDUCATION

BACHELOR OF FINE ARTS

Miami University
2005 - 2009

BFA Graphic Design
BFA Interactive Media Studies

PROFICIENCY

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
HTML/CSS
UX/UI
EMAIL MARKETING
VIDEO EDITING
MS OFFICE
GOOGLE ANALYTICS
INVISION

EXPERIENCE

SENIOR ART DIRECTOR

JWT Inside / Atlanta, GA / October 2017 - December 2018

Responsible for execution and on-time delivery of traditional and digital creative focused on employer branding, employee communications and recruitment advertising for the world's leading companies.

- Managed various team projects whilst maintaining strict time lines, budgets and strategic resource planning, as well as the day-to-day operations.
- Successfully launched internal communications for various organizations including, Allstate, TJX, Shell, Mayo Clinic, Department of Veterans Affairs, General Motors, and Northrop Grumman.

SENIOR GRAPHIC / VISUAL UI DESIGNER

Crown & Caliber / Atlanta, GA / June 2015 - October 2017

Led conception and execution of all design deliverables for a 2017 Atlanta Business Chronicle Pacesetter, Crown & Caliber, including web design, print collateral, presentations, and visual identity.

- Primary focus on user centric design and execution of web concepts and digital marketing campaigns driven by ongoing analytics.
- Developed targeted marketing campaigns online and off with a focus on customer acquisition and revenue growth
- Managed brand assets and visual identity for a growing e-commerce platform.

DESIGNER + DEVELOPER

Arketi Group / Atlanta, GA / April 2013 - June 2015

Lead design across multiple B2B clients in the technology, medical, and real estate industries.

- Designed and developed websites and email marketing campaigns with a focus on strong User Interface and current industry trends.
- Delivered successful and innovative print materials for client marketing campaigns.

DESIGNER + DEVELOPER

GROUP1201 / Marietta, GA / September 2010 - March 2013

Conceptualize and develop solutions for 25+ clientele within the transportation industry as part of a three person creative department. Projects involved both web and mobile solutions as well as print design.