

JASON HERSHEY

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SUMMARY

Award-winning creative leader with a multi-faceted skillset and more than 15 years experience.

TECHNICAL SKILLS

Mastery of design applications in Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat

Keynote, Microsoft Office, WordPress, InVision, Balsamiq, MailChimp

Fundamental knowledge of HTML and CSS

EXPERTISE

Creative Leadership
Integrated Marketing
Advertising Campaigns
Interactive Design
Branding and Identity
UX Design
Strategy

EDUCATION

The Art Institute of Dallas,
Dean's List, 2002 - 2003

Brookhaven College, 2004

PROFESSIONAL EXPERIENCE

Aars | Wells, Dallas, Texas

Senior Art Director, May 2013 – Present

Manage fully integrated marketing campaigns from beginning to end and beyond. Including: initial kickoff with client, forming budget and timeline, leading agency ideation sessions, internal and client presentations, identify business goals and evaluation measurements, leading creative team, connecting with account leads and project managers, managing vendor relationships, copywriting and creative direction, meeting tight artwork specifications and project deadlines, following up on measurements, maintaining client retention.

- Integrated marketing campaigns: direct mail, online advertising, out-of-home advertising, social media presence and advertising, sales collateral, email marketing, website and landing pages, conversion pages
- UX design: user flow charts, research, user personas, information architecture, wireframes, interactive wireframes and comps
- Brand identity: Lead information gathering sessions with upper level client relationships, name generation, logo creation, brand style guides,
- Reveal trends, lead education and training sessions, and find beneficial tools/methods for agency efficiency improvement
- Client acquisition and retention

EverittCo, Dallas, Texas

Senior Art Director & Interactive Designer, January 2009 – May 2013

Direct print and digital marketing initiatives, create and manage advertising campaigns, design and develop websites and email campaigns.

- Responsible for the visual style and creative direction for client projects to help form the foundation of digital and print communications materials.
- Lead projects from beginning to end and beyond
- Lead creative team and interface with vendors
- Lead the programming team during development to ensure designs work with the functionality
- Lead internal and client-collaborative brainstorming
- Social ambassador for client relationships

EverittCo, Dallas, Texas

Graphic/Web Designer, September 2006 – January 2009

Design print campaigns, print collateral, logos, mailers, posters and websites. Develop websites. Present initial designs to clients