# JASON WILLIAMS

SENIOR ART DIRECTOR / TECHNOLOGY SPECIALIST

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## ABOUT ME

I've spent the last decade working in the advertising world as an Art Director and Technology Specialist. I'm a unique blend of both artist and engineer who's passionate about thoughtful design combined with innovative technology. My artist's eye allows me to dream up the big idea and my technological expertise allows me to execute the design, manage the development process and assist in launching the final product.

## ADVANCED SKILLS

Adobe Creative Cloud          InDesign
Photoshop                     Dreamweaver
Illustrator                   Google Drive

## KNOWLEDGE BASE

HTML          Wordpress
CSS           Squarespace
JQUERY        CMS

## EDUCATION

**Bachelor of Science**
University of Kansas

**Major:** Communication Studies
**Minor:** Art History

**Associate of Applied Science**
Johnson County Community College

**Major:** Communication Arts

## EXPERIENCE

### SENIOR ART DIRECTOR / TECHNOLOGY SPECIALIST

**GlynnDevins** 2017 - Present
**Clients:** Sinai Residences, Broadview Senior Living, Mary's Woods, Rockwood at Hawthorn

+ Brand development, strategy and execution
+ Create client assets that include style guides, general brochures, brand videos, social posts and digital properties
+ Client nurturing team that includes offsite meetings and creative lead on client presentations
+ Web design and digital assets creation
+ Manage and art direct photo and video shoots
+ Agency process evolution/creation to improve efficiencies across multiple departments; Process improvements include testing and implementing new applications and templates to quickly create contact sheets, design emails and build animated display ads
+ Creative liaison for digital products that includes developing training documentation and hosting training sessions for creative teams and onboarding new associates

### SENIOR ART DIRECTOR / TECHNOLOGY SPECIALIST

**Trepoint** 2011 - 2017
**Clients:** PGA TOUR, EMC, Tai Pei Frozen Entrées, Netgear, Tres Agaves, Mimecast, La Tortilla Factory

+ Designed and coded websites, microsites, gamification apps and Wordpress websites
+ Oversaw entire design process: concept, design and production
+ Managed outside developers during build, content population and launch of websites
+ Coordinated, managed and art directed photo shoots
+ Worked in Adobe Creative Suite applications and website CMSs to create and manage clients' intellectual properties
+ Managed Trepoint's Google applications, web servers and technical support for the agency
+ Social listening research and analysis

### ART DIRECTOR / FRONT-END WEB DEVELOPER

**X2 Creative** 2007 - 2011
**Clients:** Hunt Midwest, Tompkins Industries, Shoal Creek, Staley Farms

+ Designed and coded websites and online advertisements
+ Oversaw entire design process: concept, design and production
+ Coordinated, managed and art directed photo shoots
+ Worked in Adobe Creative Suite applications and website CMSs to create and manage clients' intellectual properties