

JASON WILLIAMS

CREATIVE DIRECTOR / DESIGN

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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 Sketch
Photoshop Adobe XD
Illustrator Google Drive
InDesign

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

CREATIVE DIRECTOR

SageAge Strategies 2021 - Present

- + Manage a team of designers and copywriters
- + Brand development, strategy and execution
- + Creative lead on client presentations
- + Problem solve client and agency challenges across multiple departments
- + Create and improve agency processes and workflows

ASSOCIATE CREATIVE DIRECTOR

GlynnDevins 2017 - 2021

- + Brand development, strategy and execution
- + Created client assets that included style guides, general brochures, brand videos, social posts and digital properties
- + Client nurturing team that included off-site meetings and creative lead on client presentations
- + Web design and digital assets creation
- + Managed and art directed photo and video shoots
- + Developed agency processes to improve efficiencies across multiple departments
- + 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

- + 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