

# JASON WILLIAMS

CREATIVE DIRECTOR / DESIGN



913.669.8574



jason@creativejuicestudio.net



jwilliamsportfolio.com

## ABOUT ME

Creative leader with over a decade of experience blending strategic brand development with hands-on creative execution. I specialize in guiding multidisciplinary teams to deliver cohesive, impactful creative across digital and traditional platforms. My background as both an artist and technologist allows me to turn ambitious ideas into reality—from concept to launch. Passionate about process improvement, mentorship, and transforming ideas into long-term, meaningful brand stories.

## SKILLS

Creative Leadership & Brand Development

Mentorship & Team Building

Process Development  
& Workflow Optimization

Art Direction for Photo & Video Shoots

Cross-Functional Collaboration

## KNOWLEDGE BASE

### Adobe Creative Cloud

Photoshop | Illustrator | InDesign

XD | Express | PremierePro

Sketch | WordPress | Squarespace | HTML  
CSS | JQuery | CMS platforms

## 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

- + Co-lead a team of 18 creative team members and freelancers
- + Guide brand development, competitive research, and strategic execution across client brands
- + Provide creative leadership for internal and external initiatives; lead presenter for client pitches
- + Lead designer on high-profile projects, including RFPs and brand campaigns
- + Manage planning and direction of photo and video shoots
- + Established and maintain brand standards to ensure consistency across all mediums
- + Collaborate with executive leadership on emerging technologies; founded and lead agency AI task force
- + Create and implement improved workflows, processes, and project documentation
- + Partner with project managers to deliver projects on-time and on-budget
- + Mentor and develop junior designers, fostering professional growth within the creative team

### ASSOCIATE CREATIVE DIRECTOR

**GlynnDevins** 2017 - 2021

- + Directed brand development and execution for client-facing creative campaigns
- + Produced comprehensive brand toolkits, style guides, and creative assets (print, digital, video)
- + Served as lead creative on major client pitches and off-site meetings
- + Designed websites and digital assets with a focus on UX and brand alignment
- + Managed photo and video shoots, providing art direction and brand oversight
- + Developed and implemented internal processes to streamline cross-department collaboration
- + Acted as a creative liaison between the agency's design and development teams
- + Conducted training sessions for new creative staff on digital workflows and best practices

### SENIOR ART DIRECTOR / TECHNOLOGY SPECIALIST

**Trepoint** 2011 - 2017

- + Designed and developed websites, microsites, interactive apps, and WordPress sites
- + Oversaw full creative process—from concept to launch
- + Managed external developers to ensure on-time delivery of technical builds
- + Provided creative direction for photography and video production
- + Maintained client intellectual property within CMS and digital asset systems
- + Supported internal teams with technical troubleshooting, documentation, and process management
- + Conducted social listening research and analysis to inform creative strategy