

JASSON POWELL WIJAYA

Art Director | Toronto, ON | +1 6479995568 | Jassonpowell555@gmail.com

PROFESSIONAL SUMMARY

Creative and passionate Art Director bringing strong conceptual and visual communication skills and an understanding of graphic design principles. Owns projects and sets standard for creative excellence in design discipline. Specializes in branding, creative concepting, and image compositing.

SKILLS & ABILITIES

- Branding
- Team work
- Adobe Creative Suite
- Typography
- Task prioritization
- Figma
- Layout design
- Creative problem solving
- Sketch

EXPERIENCE

ART DIRECTOR | KCLICK

MAY 2021 - PRESENT

- Worked alongside a copywriter to concept and establish campaigns across therapeutic categories for both Health Care Professionals and patient audiences.
- Brainstormed and created ideas with internal creative teams.
- Designed graphic elements for client projects with Adobe Creative Suite, Sketch, and Figma.
- Met client objectives, leveraging expertise in typography, compositing, branding, digital design, and UI tactics.

GRAPHIC DESIGNER, FREELANCE | SAMBAL TORONTO

JUNE 2020 - PRESENT

- Conceptualized and designed the brand's identity
- Led creation and execution of digital content for social media, website, and print.
- Communicated creative strategy and notes through both in-person and remote team meetings.

EDUCATION

HUMBER COLLEGE | ADVERTISING AND GRAPHIC DESIGN

- Graduated cum laude
- Graduated with program GPA of 92/100

See my work at WWW.JASSONPOWELL.COM