

# JASON POWELL

ART DIRECTOR

## ABOUT ME

An enthusiastic, hard-working, and creative story teller with a great eye for design. Experienced with creating brand identities, creative problem-solving, and art direction.

## CONTACT

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## TECHNICAL SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, XD, InDesign
- Figma, Sketch
- Art Direction & Graphic Design
- Photography
- Video Editing
- UI/UX Design
- Social Media Marketing
- Microsoft Office

## SOFT SKILLS

- Fast Learner
- Team Player
- Easygoing
- Committed & Accountable

## EDUCATION

### 2019–2021 • Advertising & Graphic Design Associate's Degree at Humber College

- Developed design foundation while working directly with clients.
- Graduated with Honours
- Cumulative Program GPA of 92/100

## WORK EXPERIENCE

### May 2021–Present Junior Art Director Klick Health, Toronto

- Work alongside a copywriter to concept and establish campaigns across therapeutic categories for both Health Care Professionals and patient audiences.
- Collaborated with creative team to develop and evolve both new and existing brand identities and style guidelines.

### Jun 2020–Present Freelance Art Director SAMBAL, Toronto

- Managed social media channels, website, and content creation.
- Produce original contents including product photography, graphic design, and videos.

### Oct 2017 – Aug 2019 Art Director Cosmic Donut

- Visualized and executed concepts for apparel design
- Directed and style photoshoots
- Generated, edit, and publish content for social media marketing
- Edited, colour corrected, and retouched images for e-commerce.

## VOLUNTEER EXPERIENCE

### 2020–present • Creative Team Coordinator Bethel Indonesian Church, Toronto

- Lead a team of 10 creatives, in creating content for church needs including: social media posts, stage backgrounds, short films, and print materials.

### 2020–2021 • Executive, Event Management Humber Indonesian Student Association, Toronto

- Brainstormed event ideas and executing them. Demonstrated organizational skills, creativity, and problem-solving skills.