

JASSON POWELL WIJAYA

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

PROFESSIONAL SUMMARY

Creative and passionate Art Director with strong skills in conceptual and visual communication, as well as an understanding of graphic design principles. Takes ownership of projects and sets a high standard for design excellence, particularly in branding, creative concept development, and image compositing.

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.
- Collaborated with internal creative teams to generate and develop ideas.
- 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.

DESIGNER | SAMBAL TORONTO

JUNE 2020 - MAY 2021

- Developed and conceptualized the brand's visual identity.
- Led the creation and execution of various print and digital mediums, including packaging, social media, website, and other marketing materials.
- Utilized industry-standard design software, including Adobe Creative Suite, to create visually compelling graphics and layouts.

EDUCATION

HUMBER COLLEGE | ADVERTISING AND GRAPHIC DESIGN

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

SKILLS & ABILITIES

- Branding
- Typography
- UI/UX Design
- Graphic Design
- Creative problem solving
- Adobe Creative Suite
- Figma
- Sketch
- Final Cut Pro

Portfolio: www.jassonpowell.com