



Jason Garcia

I'm a designer and art director with deep experience crafting and producing campaigns for many industries, companies and individuals. I am an expert-level Adobe Creative Suite user (InDesign, Photoshop, Illustrator, Acrobat, Premier, Audition) and have strong communication and collaboration abilities.

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Experience

Freelance Designer + Art Director

Tokyo, Japan · October 2017 — Present • REMOTE

ENDOPRO MAGAZINE

- For the last seven years, I have been in charge of art direction and design for this medical magazine which features ground-breaking devices, procedures, systems, and educational stories by nurses and doctors. EndoPro Magazine has won multiple awards for editorial design in the trade magazine industry. www.endopromag.com

HJ FILMS

- This Emmy award-winning motion picture and documentary movie company approached me to craft a new identity that would set them apart from other independent brands. www.hj-films.com

TOKYO AMERICAN CLUB

- I created numerous digital marketing materials for TAC. These included 360 designs for promotions, advertisements, magazine layouts (for both print and digital), photography for company communications, and video production and editing.

TOKYO GRIT AND GRAIN

- This is a YouTube channel where I create photography-oriented videos. These could be tutorials, insights on how to become a better photographer, tips on developing film, or commentary on Tokyo from a photography point of view. Production of these videos includes shooting, editing, color correction, color grading, audio editing, music scoring and mixing. www.youtube.com/@TokyoGritandGrain

Creative Director - promotion

New York City Economic Development Corporation · New York, NY · October 2016 — October 2017

- Developed and implemented NYCEDC's marketing objectives and brand strategies via 360° campaigns.
- Responsible for development and production of all corporate branding for city-wide NYCEDC initiatives.
- Built relationships with internal business units, senior management, City Hall and other NYC agencies, as well as the design and creative community at large.
- Managed Creative Services team of designers, art directors, video editors, copy/content editors, and production/traffic managers.
- Responsible for brand design and corporate identity, print and online advertising, marketing collateral, multi-media, promo item design, reports and research publications, booth design and signage, and creative direction of all photography.
- Oversaw all print jobs while maintaining budget requirements.
- Collaborated with multiple teams to maintain quality, consistency, and effectiveness of all communications and branding.

VP Art Director

New York City Economic Development Corporation · New York, NY · September 2015 — October 2016

- Worked with Creative Director to bring innovative ideas and maintain leading-edge creative development through corporate branding, digital and print marketing campaigns, and other special projects.
- Assisted Creative Director in managing and overseeing all design work and creative needs for the Marketing department and NYCEDC.
- Supervised multiple art directors and outside graphic designers, as well as being one of the lead designers.
- Responsible for procurement of printing consultants and oversaw all print jobs.
- Ensured all employees were oriented to their position and provided with appropriate training.
- Closely involved with development of continuing education.
- Managed team performance, provided coaching and feedback on an ongoing basis.

Lead Graphic Designer

Williams Lea at Goldman Sachs · New York, NY · November 2014 — September 2015

- Conceptualized and produced digital and print materials for multiple internal stakeholders.
- Advised clients on appropriate solutions to their design needs, timelines and budgets.
- Liaised with London, Australia and India design teams.
- Provided direction and solutions for layout, prepress and traffic issues.
- Developed creative branding concepts.
- Supported management with data extraction and reporting.

Senior Graphic Designer

Williams Lea at Bank of America · New York, NY · October 2012 — November 2014

- Conceptualized and produced digital and print materials for national and international external clients.
- Communicated with clients regarding brand standards and other bank-specific requirements.
- Led and assisted junior designers with marketing and sales campaigns.
- Provided direction and solutions for layout, prepress and traffic issues.
- Created advertisements for national consumer and trade magazines.
- Developed creative branding concepts.

Art Director

American Traffic Solutions · Scottsdale, AZ · November 2008 — November 2011

- Conceptualized and produced digital and print materials, including reports, infographics and brochures.
- Directed junior designers on multiple departments' campaigns and solutions for layout, prepress, budget and traffic issues.
- Provided art direction for WordPress websites and internal CMS.
- Directed photo shoots of products and staff.

Graphic Designer

PCA Skin · Scottsdale, AZ · September 2003 — May 2007

- Created company-wide marketing designs and packaging of skin care products.
- Responsible for all photography, including products, corporate headshots, and promotional items.

Production Artist

Phoenix New Times · Phoenix, AZ · November 2000 — August 2003

- Created advertisements for weekly newspaper.
- Responsible for pre-press production of direct-to-print files.

Education

Collins College · Visual Communication