Jason Garcia

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Professional Summary

Creative director and graphic designer with proven experience in print and digital design, with extensive knowledge of photography and video. Successful track record with clients in the travel, economic development, fashion, tourism, tech, retail, and finance industries.

Key Skills

Strong communication abilities, collaboration, conflict management, strategic concepting, time management, problem solving, emotional intelligence, and teamwork.

Experience

Freelance Design, Creative Direction and Brand Strategy
Tokyo, Japan · October 2017 — Present

Creative Director
NYCEDC · 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 Interactive, Strategy, and Social Media teams to maintain quality, consistency, and effectiveness of all communications and branding

VP Art Director
NYCEDC · 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

Education

Collins College · Visual Communication