

**jason rivers**

GRAPHIC DESIGNER

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*I'm passionate about the evolving future of the internet and I'm committed to having a hand in shaping it. My design philosophy is based on drawing out a concept's story and exploring it, interpreting the notion visually, and ultimately delivering a creation with a strong connection to its audience.*

## experience

### **DESIGN DIRECTOR: ByDesign Technologies, 2008 – Present**

At ByDesign, the creative team I built from the ground up is the driving force behind developing effective marketing for the company, evolving the user-facing aspects of existing products, and expanding the company's web-based product and service offerings to include mobile apps, WordPress-based replicated websites, and custom social applications. ByDesign's Creative department is supported by its own revenue with core creative, administration, client communication, and sales tasks being largely my responsibility.

### **ART DIRECTOR: CyberWize, 2001 – 2008**

Beginning at CyberWize as the sole designer, I soon built and lead a team of several talented designers, while defining and mentoring the creative process. As an in-house design department for a multi-national direct sales company, my team was responsible for all marketing materials including websites, distributor kits, catalogs, magazines, product packaging, sales presentations, merchandise, and convention graphics. Under my management, the design department had the highest retention rate of any department in the company.

### **ART DIRECTOR: Mediacentric Group, 1999 – 2001**

As Art Director at Mediacentric Group, I lead a team of designers and illustrators on projects made up of marketing websites, applications, and sales presentations for clients including 3M, Lucent Technologies, and Seagate. Working in tangent with account executives and directly with clients, I was responsible for clarifying and interpreting the client's vision, guiding my team's creative output, and presenting the results.

### **GRAPHIC ARTIST: Magicolor, 1997 – 1999**

During my time at Magicolor, I experienced two ends of the pre-press spectrum: traditional paste-up and early digital publishing. Initially working with film to create 500-plus page catalogs under strict deadlines, I worked directly with the owner to introduce a digital workflow, increasing productivity exponentially.

## education

**Ringling College of Art + Design: BFA, 1995**

## skills

I'm proficient at designing web applications and web marketing from concept and wireframing, to design and prototyping, on to final release. I rely on strong front-end development skills using major design software, (X)HTML, CSS3, and client-side scripting libraries with a focus on delivering standards compliant, cross-browser, multi-device solutions, collaborating with developers to ensure the integrity of the finished piece. My team management experience includes an emphasis on Agile methodology for both digital and traditional media projects.

## references

**Travis Bond:** Director of Business Solutions, VideoPlus - TBond@videoplus.com

**Gregg Corella:** Senior Sales Executive, Next Wave Logistics - gregg@corella.com

**Clifton H. Jolley:** Owner, Advent Communications - clifton@adventcommunications.com

**Linda Loren:** Owner, Nexus Point Marketing - linda@lindaloren.com