



## Qualifications

Strong conceptual and creative problem-solving skills implemented from project beginning to completion. Exceptional in graphic and multimedia design including, but not limited to, local, national, and international brand identity, corporate communications, and web design. Experience in a wide variety of studio settings including advertising, marketing, and multimedia design. Ability to lead a group and to delegate and prioritize work flow in order to effectively manage projects and deadlines. Comfortable working independently or as a member of a team. Proven ability to meet or exceed client expectations not only as a designer and project manager, but also as a resource to establish long-term working relationships. Experienced handling multiple projects with varying project roles, as well as dealing with clients from many differing business sectors.

## Experience

Jason Steele Graphic Design, Brunswick, OH 6/10-Current

Freelance Graphic Design and Marketing Communications

- BDF Enterprises: Graphic design, web design, marketing strategy management.
- Brookfield Woodworks: Graphic design, web design, marketing strategy management.
- Calmetto Association Management Services: Graphic design and web design.
- Delaware Captive Insurance Association: Graphic design and web design.

Health-Mor, Inc., Strongsville, OH 12/07-6/10

Graphic Designer/Web Designer

- Member of in-house marketing department with an emphasis on new media marketing including website traffic reporting and email marketing.
- Developed and implemented company-wide email marketing programs resulting in a new revenue stream.
- Selected for Customer Communication Team and the task of building and maintaining customer relationships with strategic marketing campaigns.
- Instrumental in streamlining the Marketing Department's digital asset management structure.
- Established and managed relationships with outside vendors such as website developers and printers.

Möbius New Media, Wilmington, DE 9/00-6/07

Graphic Designer/Web Designer, Project Manager, Webmaster

- Promoted to Art Director on all print media.
- Experienced in all aspects of web design including project and budget specification, information architecture, interface design, resource and software developer management, content creation and integration, beta testing, and user interaction.
- Contributed to creation of design department standards and guidelines.
- Established and managed relationships with outside vendors such as printers and freelance designers.

The Franklin Mint, Franklin Center, PA 8/98-8/00

Graphic Designer

- One of four design graduates nationwide awarded a year-long design internship, leading to permanent employment.
- Worked with well-known brands such as Harley-Davidson, Coca-Cola, Star Trek, and the NFL.

Digital Impressions, Inc., Middleburg Hts., OH 4/98-6/98

Graphic Designer and Pre-Press Technician

Direct Axis/Communications & Direct Marketing, Pittsburgh, PA 1/98-3/98

Graphic Design Intern





**JASON STEELE**  
GRAPHIC & WEB DESIGN  
MARKETING COMMUNICATIONS



Urish Popeck & Co., LLC, Pittsburgh, PA 1/98-3/98  
Freelance Graphic Designer

J.P. Graphics, Inc., Berea, OH 7/97-9/97  
Graphic Designer and Pre-Press Technician

### **Technology**

Platforms: Apple Macintosh OS and Microsoft Windows OS  
Applications: Adobe Creative Suite, QuarkXPress, Microsoft Office  
Languages: HTML and basic CSS

### **Education**

The Art Institute of Pittsburgh, Pittsburgh, PA: 3/98  
Associate in Specialized Technology Degree in Visual Communications with a concentration in Graphic Design

### **Special Recognition**

3/98: Magazine cover concept chosen to represent The Art Institute of Pittsburgh at the annual Print magazine student design cover contest.  
12/97: Second place winner of the River Terminal Operator's Association logo design contest.  
2/97: Winner of Prime Soft Drink logo design contest.

**Portfolio and references available upon request.**

### **Contact**

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