

JASON OLMSTEAD

ART DIRECTOR + DESIGNER

■ PHILOSOPHY

Good design is fundamental to a company or products success. Value is determined instinctively on the basis of a brands' initial aesthetic experience – in this singular moment of audience engagement, design takes center stage.

With over 14 years of experience as a designer and creative thinker providing visual solutions across many platforms, I bring the knowledge, passion and expertise to take projects from concept to highly polished reality.

I work in a wide variety of mediums, always staying current with evolving technology platforms to create designs that are attractive, intuitive and simple to use.

■ CORE STRENGTHS

DESIGN

- Web
- Interface
- Identity
- Print
- Usability

BUSINESS

- Project Strategy
- Project Planning
- Scope Management
- Market Research
- Quality Assurance

CODE

- XHTML / CSS
 - Javascript / JQuery
 - HAML / SASS
 - AJAX
 - XML
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■ WHAT I AM LOOKING FOR

I strive to work with and help facilitate a team of passionate and engaged innovators who want to push limits and complete projects of the highest quality within the industry. I thrive as an integral part of a company that utilizes a wide variety of technology platforms coupled with strategic branding to engage an audience and build long term consumer relationships.

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■ EXPERIENCE

Art Director Funlab, Inc. 9/10 - Present

- Art direction, visual design and front-end Ruby code for *Crave.com*.

Senior Visual Designer NCSoft, Inc. 4/09 – 9/10

- Created visual direction for web presence and media assets for *City of Heroes: Going Rogue*.
- Creative strategist, project manager and designer for various web and interface projects.
- Developed internal presentation materials for projects and IPs in development.

Senior Visual Designer Trion World Network, Inc. 10/08 – 4/09

- Created early online visual direction, brand exploration and positioning for *Rift: Planes of Telara*.
- Lead visual direction of the user interface team during critical stages of prototyping.
- Created presentation templates for products and company brands.

Senior Graphic Designer Cryptic Studios 2/07 – 9/08

- Created visual direction, identities and online presence under aggressive deadlines for the announcements of *Champions Online* and *Star Trek Online*.
- Provided creative direction, brand management and design of the company's web and print presence for corporate initiatives including recruiting and investor presentations.
- Developed art asset pipeline and created deliverables for web and print media outlets.

Interactive Media Designer The Fresno Bee 4/04 - 1/07

- Created online visual direction for the site redesigns of *The Fresno Bee* and *Vida en el Valle*.
- Responsible for special news projects working with the art and photo departments.
- Earned a Best of the West and a Digital Edge Award for innovations in interactive journalism.

Freelance Designer Self-Employed 2/02 - 10/05

- Provided web, print and identity design solutions for a variety of clients including record labels and photographers.

Multimedia Specialist Impossible, Inc. 12/00 - 1/02

- Worked with an incredibly talented team to implement large scale web sites for a diverse client portfolio including *Pacific Life* and *Steven Spielberg's SHOAH foundation*.

References and further work history available upon request.