

Jason Wiggins - Art Director

4032 Song Thrush CT NE • Roswell, Georgia 30075
jason@freshgraphicdesign.com • 404-401-9757

Objective

Continue building a career on a full-time or freelance basis in which I am a strategic partner entrusted with producing creative that drives business results and meets objectives.

Full-time Art Direction Experience

- 2006-present • *Ambrosi* - Obtained materials from Account Executives in order to create concepts and initial sketches. Built layouts for catalogs, signage, free standing inserts and print ads. Worked with producers and photographers to build sets and direct photography. Directed production in versioning of layouts for various markets. Increased communication and cooperation between departments, reducing downtime, errors and redundant work. Developed RFPs and client presentations.

Freelance Experience

- 2000-2006 • *Fresh Graphic Design, LLC.* - Responsible for cultivating client and vendor relationships, art direction, production, talent management and company growth. Grew business by 25, 20, 17 and 34% respectively in the last four years.
- *Ambrosi* - Design and production of national release newspaper advertising and high end catalogs. Development and implementation of a PDFX1a workflow that drastically reduced the number of printer returned files to less than .05%. Selected to be on the design team and lead production for a new Fortune 500 client's major advertising overhaul.
- *Eclectic Furniture* - Increased store foot traffic using direct mail and signage.
- *Sprocket* - Identity development, bimonthly magazine and catalog design.
- *Zenith Design Group* - Participated in client presentations. Produced web, print, identity and billboard design.
- *Piedmont Hospital* - Worked directly with hospital professional staff in the design of medical forms. Reduced turn over by interviewing, testing and training new designers on style guides and processes.
- 2000 • *Berry Design* - Created logos, P.O.P. displays, and ads for national and local clients. Prepared files and mechanicals for printers and client presentations.
- 1998-2000 • *Red & Black Publication* - Built ads, retouched photos, and prepared pages for print using manual and digital paste up.
- 1996 • *Yellow 5* - Mixed custom colors and printed shirts on a seven color press.

Education

- 2000 Bachelor of Fine Arts, Graphic Design. The University of Georgia, Athens

Software Skills

Extensive knowledge of Macintosh Operating Systems, Illustrator, InDesign, Photoshop, QuarkXpress, with additional knowledge of PC operations, Dreamweaver and Microsoft Office.

Design and Management Skills

Art direction, concepting, layout, photo shoot direction, set design, project and personnel management, production, preflight and press check.

Related Experience

- 2006-present • *Weatherstone, Inc.* - Twice elected to Board of Directors. Consulted on budgeting, resource allocation, reserve studies, collections, vendor relations, amenity and building management, code enforcement, insurance, safety and security, zoning, engineering and public relations.