

PORTFOLIO www.jasonsteele-designportfolio.com

SKILLS

- ❖ Graphic Design
- ❖ Packaging Design
- ❖ Original die line design
- ❖ Product photography
- ❖ Photo retouching
- ❖ 3D product design
- ❖ Technical illustration
- ❖ Book design and layout
- ❖ Trade show management

SOFTWARE

- ❖ Illustrator CC
- ❖ Photoshop CC
- ❖ InDesign CC
- ❖ Microsoft Office
- IN PROCESS OF LEARNING –*
- ❖ Adobe Dimension
- ❖ Adobe Muse
- ❖ Blender

FOOD

PACKAGING DESIGNER | **Modern Gourmet Foods / Thoughtfully.com** | 10/2016 – 01/2018

- ❖ Designed die lines for food and products for gifting e-commerce division, www.thoughtfully.com
- ❖ Laid out graphics, mocked up packaging for presentation and approval
- ❖ Photographed product, retouched; created an easy-to-retrieve filing system

BEAUTY

GRAPHIC & PACKAGING | **ZO Skin Health** | 3/2018 – Present

- ❖ In charge of correction phase of ZO Skin Health rebrand
- ❖ Retouched and staged ZO product line according to new branding standards
- ❖ Designed brochures, catalogs, sales, web materials
- ❖ Organized images on company server using new file-naming criteria

GRAPHIC PRODUCTION ARTIST | **ORLY International** | 4/2015 – 1/2016

- ❖ Retouched and color-corrected product and lifestyle imagery
- ❖ Designed deco and modified die lines for all product lines
- ❖ Prepared art files for print production and delivered to printers

SR. GRAPHIC DESIGNER | **Packaging** | **JJX Packaging** | 3/2014 – 12/2014

- ❖ Created and managed new packaging department
- ❖ Designed bags, boxes and containers for boutiques-style packaging service
- ❖ Mocked up samples for client review; sent files to Chinese HQ for printing

GRAPHIC DESIGNER | **Packaging** | **ORLY International** | 6/2012 – 3/2013

- ❖ Re-branded Orly's nail color and spa line of products for retail and professional clientele; POPs
- ❖ Made consistent all copy, icons, images and iconic patterns; proofed work and directed design improvements using Adobe Creative Suite

TOYS

GRAPHIC DESIGNER | **Packaging** | **World Tech Toys** | 9/2013 – 3/2014

- ❖ Created and managed new packaging department
- ❖ Generated unique die lines for radio-controlled trucks, boats, helicopters, and quad-copters.
- ❖ Designed and assembled original POP displays

GRAPHIC DESIGNER | **Packaging** | **Jakks Pacific** | 3/2013 – 6/2013

- ❖ Designed packaging designer using client branding standards
- ❖ Retouched images in order to update older packaging to the new branding standards
- ❖ Produced packaging designs for Jakk's novelty division and wherever I was needed

GRAPHIC DESIGNER | **Packaging** | **Jakks Pacific** | 10/2004 – 10/2005

- ❖ Created TV Games packaging to branding standards; ex. Marvel, Nickelodeon and Disney
- ❖ Met deadline for mocked up placeholders for a variety of products in preparation for Toy Fair

GRAPHIC DESIGNER | **Packaging** | **NYKO Technologies** | 4/2000 – 10/2002

- ❖ Created a new series of original, eye-catching packaging
- ❖ Designed products for multiple video game systems
- ❖ Directed product photo shoots; image corrected; masking/clipping paths

MANAGEMENT

ADVERTISING MANAGER | **NS Wash Systems** | 2/2008 – 4/2009

- ❖ Revamped Advertising Department; created a new series of product sales and marketing materials to replace outdated ones
- ❖ Responsible for staging car wash equipment trade shows nationwide, including floor design; pre-order venue services to accommodate a full car wash setup; arranged freight to and from venue; created eye-catching signage, floor displays; marketing materials; hosted the event to support sales force

INTERESTS

- ❖ Writing self-help and science fiction books

EDUCATION

- ❖ South Macomb Community College | Roseville, MI – College Prep
- ❖ Wayne State University | Detroit, MI – Art Major