

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 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