

## ONLINE PORTFOLIO

[www.jasonsteele-designportfolio.com](http://www.jasonsteele-designportfolio.com)

## CONSUMER PACKAGING

### PACKAGING DESIGNER | Modern Gourmet / Thoughtful | 10/2016 – Present

- ❖ Design original packaging and die line construction for a new line of luxury food gift box products under an ecommerce division, Thoughtful.com
- ❖ Work closely with product line developers to create, test functional, theme branding of gift box systems
- ❖ Layout art and mock up packaging for presentation and approval

## BEAUTY

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

- ❖ Retouch and color-correct product and lifestyle imagery
- ❖ Preflight art files for print
- ❖ Design deco and modify die lines for all product lines

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

- ❖ Created original die lines for bags, boxes and containers for boutiques-style packaging service in Newbury Park. Assembled mock up samples for client review; graphic design; interfaced with Chinese HQ to prepare art files for print
- ❖ Designed production systems to track the progress of new and existing graphic projects. Recommended and purchased printers, cutting table, packaging design tools to make client samples, etc.

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

- ❖ Hired to re-brand Orly's (Nail Color Specialist) and SpaRitual's (spa treatment specialist) entire line of products for both retail and professional clientele; POPs; catalog; inserts and much more
- ❖ Utilized Illustrator, Photoshop and InDesign constructed and made consistent all copy, icons, images and iconic patterns; proofed work and made design changes to improve appearance

## TOYS

### PACKAGING DESIGNER | McHales Design | 2/2016 – 3/2016 - Contract completed

- ❖ Tasked to produce hundreds of SKUs in a fast-pace environment under tight deadlines for a major discount store. Follow Style Guide to create branded packaging specifically for toys, as well as product and life-style photo retouching.

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

- ❖ Generated original die lines for a variety of radio- and infrared-controlled trucks, boats, helicopters, and quad-copters. Tested each design by mocking them up to ensure the engineering was correct. Designed and assembled original POP displays. Also assisted in preparing product images for the web site.

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

- ❖ For this position as packaging designer, a great deal of Photoshop retouching of a variety of images has been required to update older packaging to the new brand appearance.
- ❖ 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 for client's 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 – VIDEO GAMES | 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 | Car Wash Manufactures | 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 show productions 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

## CONTRACT

### GRAPHIC DESIGNER | Freeman Beauty | 9/16/2013 – 9/24/2013

- ❖ Updated labels for several product types, both in English and French; created an eBlast layout for sales promotion; created product layout for print circular, retouched and converted product imagery to CMYK from RGB; created a new die line for an overlay sticker label

### ELECTRONIC PUBLISHING GRAPHIC PRODUCTION | Zoodigital | 7/2011 – 3/2012

- ❖ Using InDesign 5.5, prepared published titles from major publishers for electronic publishing
- ❖ Created several production SOPs for the new ePub department to increase productivity and reduce costs
- ❖ Trained staff to prepare titles for electronic publication, i.e., iPad, Kindle, Nook

### GRAPHIC DESIGNER | 4/2009 – 2011

- ❖ Starting from die line, designed packaging for a boutique beverage company in Irvine (Coastal Cocktail)
- ❖ Designed book layout for publication; photo retouched all images and prepared file for pre-press
- ❖ Logo design for corporate identity, including stationery branding and corporate sales brochures (AirLink)
- ❖ Designed board game and assortment of packaging from inception to completion (TransMira)

### GRAPHIC DESIGNER | 10/2005 – 2008

- ❖ Ayzenberg – Video game instruction book design for prominent gaming company
- ❖ Steelmark – Logo design, web support graphics for Internet publishing company)
- ❖ Chase Design – Creation of graphic and package design; completed concept and layout design for book series

## SKILL SUMMARY

Graphic Design | Packaging Design | Original Die line Design | Photo Retouching and Correction | Product Design  
Technical Illustration | Book Design; Layout | Trade Show Management and Execution

## SOFTWARE SUMMARY

Illustrator CS6 | Photoshop CS6 | InDesign CS6 | Adobe Muse CC | Microsoft Word | Excel

## EDUCATION

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