



JASEN PANTOJA

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PANTOJA-DESIGN.COM
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ART DIRECTOR

AWARD-WINNING DESIGNS | EFFECTIVE MARKETING CAMPAIGNS | PASSIONATE TEAM LEADER

Award-winning, triple-threat achiever who balances artistic passion, operational analysis, and creative team mentorship. Employs consumer psychology in developing marketing strategy and design tactics with focus on overarching goals. Years of experience and variety of solutions produce favorable outcomes. Expertise in:

**BRAND STRATEGY | EFFECTIVE GRAPHIC DESIGN | TEAM LEADERSHIP AND TRAINING
PROJECT MANAGEMENT | BUDGET MANAGEMENT**

SKILLS

CONCEPTUAL: Advertising, Art Direction, Brand Strategy & Marketing, Budget Management, Environmental Branding, Graphic Design, Managing Creative Staff, Package Design, Page Layout & Collateral Design, Project Management, Team Leadership & Training

TECHNICAL: PC and Mac platforms, Adobe Creative Cloud (Adobe CC), Adobe Creative Suite (Adobe CS6), Acrobat, AfterEffects, Audition, Dreamweaver, Flash, Illustrator, InDesign, Photoshop, Premiere Pro, Audio Production, HTML & CSS, Microsoft Office (Excel, Outlook, Powerpoint, Word), Powerpoint Template Creation, Video Editing

TRADITIONAL: Illustration, Lighting, Mock-Ups, Photography, Pre-Press & Press-Checks, Sound & Music, Videography (production & post-production)

PROFESSIONAL EXPERIENCE

CARRINGTON COLLEGE | Phoenix, AZ **2015-2017**

Manager of Creative Services | Art Director | Graphic Designer **2015-2017**

- Art directed creative teams, providing vision and guidance, ensuring all materials surpassed status quo.
- Provided art and music direction for the award-winning "Waterworks" brand TV-spot.
- Recorded, mixed and produced over 50 radio spots.
- Hired, trained and mentored new In-House Graphic Design team.
- Identified budgeting discrepancies and expense opportunities, saving \$148K.

Senior Graphic Designer | Art Director **2013-2015**

- Increased overall brand-cognition 37%, collaborating with multiple contributors.
- BrandTracker reporting indicated little brand mis-association to industry competitors.
- Provided art and music direction for the award-winning "Goldielocks" brand TV-spot.
- Established new and distinct brand-platform. Created new brand guidelines and launched the brand tool website.
- Art directed and designed interior branding for 13 campuses.
- Identified and implemented collateral-review system that stores approvals in perpetuity, an invaluable resource in the heavily-regulated postsecondary education industry.

Graphic Designer | Web Designer **2011-2013**

- Contributed art direction for the award-winning "Squirrel" brand TV-spot.
- Designed marketing templates for internal and external teams, freeing In-House Marketing team to focus on proactive campaigns.
- Tested and improved email marketing campaigns
- Started brand standardization, previously nonexistent.

PANTOJA DESIGN, LLC | Phoenix, AZ **2007-Present**

Art Director | Graphic Designer

- Provided graphic design solutions for 18 local and national clients, exceeding most clients' expectations.
- Won Create Magazine's Editor's Choice Award for designing the feature article page-layout in the November/December 2007 issue.

- Design-adaptability for a range of industries: Arts & Entertainment, Automotive, Digital Technology, Health & Beauty, Health Care, Industrial Equipment and Philanthropy.

MAKE-A-WISH FOUNDATION OF AMERICA | Phoenix, AZ **2004–2011**
Graphic Designer | Interactive Media Specialist 2007–2011

- Designed over 1.6K pieces of collateral including annual reports, calendars, posters, print ads, brochures, postcards, greeting cards, packaging and environmental graphics.
- Won over 125 “eStar” recognition awards for outstanding service.
- Created co-branded collateral, satisfying national sponsors including Disney, Macy’s, Jewelers for Children, Bank of America, UAW-GM and WWE.
- Produced over 300 digital items, including web pages, static and animated web-banners, e-blasts, e-cards, interactive media, PowerPoint templates and video production.
- Trained and mentored graphic design interns.
- Digitized (from analog tapes), processed and organized over 1.5K videos for the digital asset library.

Communications Resource Specialist | Graphic Designer 2004–2007

- Designed over 1.2K pieces of collateral including annual reports, calendars, posters, print ads, brochures, postcards, greeting cards, packaging and environmental graphics.
- Processed and organized over 10K digital files, adding to digital asset library.
- Won over 100 “eStar” recognition awards for outstanding service.
- Created co-branded collateral, satisfying national sponsors including Disney, Macy’s, Jewelers for Children, Bank of America, UAW-GM and WWE.

ADDITIONAL RELATED EXPERIENCE

Musician (guitarist), song-writer, recording-artist, live performer

- Formed 4 different bands, recruiting talented musicians and leading them in a single vision for each endeavor.
- Managed promotional material, creating newsletters, eBlasts and flyers.
- Designed logos, flyers, t-shirts, album covers and contributed to Website design, creating marketing materials.

EDUCATION

Bachelor of Arts (BA), Graphic Design | The Art Institute of Phoenix, Phoenix, AZ
 Studies in Graphic Design and Fine Arts | Loyola University Chicago, Chicago, IL

PROFESSIONAL ASSOCIATIONS

American Institute of Graphic Arts (AIGA), Member 2007–Present
Toastmasters International, Member 2017–Present

HONORS AND AWARDS

Educational Advertising Awards 2013, 2014, 2016
 Television Advertising – Single Spot

Carrington College / DeVry Education Group 2011–2017
 Ron Taylor Award, DeVry TEACH Award, Multiple Thanks-A-Million Awards

Make-A-Wish Foundation of America 2004–2011
 Multiple eStar, Service Excellence, and On-The-Spot Awards

Create Magazine 2008
 Editor’s Choice Award for “Best Southwest Feature Design”

The Art Institute of Phoenix 2004–2007
 President’s Honor Roll; Dean’s Honor Roll