

# JAMIE SILVER

.ART DIRECTION. GRAPHIC DESIGN. ILLUSTRATION. PHOTOGRAPHY.

128JOHNST.COM

## EXPERTISE

ART DIRECTION  
GRAPHIC DESIGN  
ILLUSTRATION  
PHOTOGRAPHY

## EDUCATION

BACHELOR OF ARTS  
*Fashion Institute of Technology*  
2003-2007

## SKILLS

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
MARKETING  
SOCIAL MEDIA  
SOCIAL VIDEO  
FOOD STYLING  
PHOTO/ VIDEO  
SHOOT PRODUCTION  
HAND DRAWING

## CONTACT

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JAMIE@128JOHNST.COM

## ABOUT

Versatile creative fuses years of graphic design and Art Direction experience with knowledge in marketing and social media. A multitasking genius, attention to detail freak, and smiling through it all. Able to move seamlessly through roles and projects, never breaking a deadline or a sweat. Expert in managing large work loads while paying attention to every detail. Known for competence across multiple disciplines.

## EXPERIENCE

**ART DIRECTOR** *Peanut Butter & Co. / 2012 – Present*

Shape the vision of the company by creating branding assets for new and existing product lines. Work includes logos, design guidelines, social media content, website and packaging.

Conception-to-completion project management. Instrumental in each phase of all projects from concept, creative development, production, distribution and going live.

Drive consumer interest by establishing enticing visual language for new and existing brands. Develop all materials while maintaining consistency across deliverables.

Proven ability to stand out on the shelf by utilizing market research conducted on competition.

Brainstorm with marketing department and brand manager to create innovative, budget-friendly campaigns. Development of all digital and print creative to support each.

Launch new product and seasonal promotions microsites, teaming up with developers to build websites based on my graphic and layout designs.

One-person photo studio whose role includes conceptualizing, planning, styling, photographing, processing, retouching and sizing images for projects as necessary. Manage all photo assets and image library.

Initiated highly engaging social video strategy. Inventive short videos were shared widely across all platforms and were recognized by various media outlets.

Producer and project manager for YouTube video series. Management of on-site production staff of 20+ people, recipe development and graphic support during the weeklong shoots.

Manager of freelance artists, photoshoot director and photography intern overseer.

Equip team members with tools to succeed. Supply sales with presentations and assist marketing director with potential partnership meetings.

Lead presentations for new projects to team members, Marketing Manager, Brand Manager and President.

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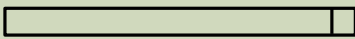
## ART DIRECTION



## SOCIAL CONTENT



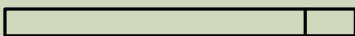
## DESIGN



## PHOTOGRAPHY



## HAND DRAWING



## SOCIAL

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## EXPERIENCE

### MARKETING ASSOCIATE / GRAPHIC DESIGNER *EYEKING LLC*

*Oct 2009 - June 2011*

Increase revenue by strategizing and developing marketing plan and support materials.

Sales analysis and competition research to create innovative point of purchase materials.

Conceptualized, designed and executed all print and digital material for 4+ brands, including Under Armour.

Created dielines, molds and design graphics. Prepared all files for production and worked with vendors to assure seamless delivery.

Drove e-commerce sales and growth with viral campaigns, web banners and email blasts.

Conducted focus groups, coordinated events, designed event materials, and acted as brand representative.

Mentored intern, molding his work ethic, time management, and basic design skills.

### GRAPHIC DESIGNER *Regent Sports Corp. Sept 2007- Oct 2009*

Utilized illustration skills to develop characters and surroundings. Produced sketches and provided digital rendering and application to product.

Surpassed industry standards with an elevated level of quality and originality in products and packaging.

Crafted all aspects of packaging, including dielines, layout, icons and type treatment

Implemented line extensions for new and previously existing designs quickly and precisely.

Built client specific comps and presentations, including for Walmart and Target.

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