

JASON POWERS

Product Design Director

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EXPERIENCE

Viacom : New York, NY : Product Design Director : Nov 2015 - Present

Responsible for leading a team to design web and app products for MTV, Comedy Central, VH1 & LOGO. I help my designers understand business goals, user needs & product purpose, while facilitating collaboration across product, tech, brand & research. I additionally work with VP to improve culture, process, hiring and retainment.

Wink : New York, NY : Product Design Lead : Jan 2014 - Nov 2015

Responsible for leading a team designing a consistent app experience for each unique smart home hardware device and connection protocol supported. This includes first time setup, instructional videos and illustrations, automation, and troubleshooting flows.

Co: Collective : New York, NY : Content : July 2012 - Jan 2014

Responsible for collaborating with strategy teams and bringing concepts to life for clients. Design projects include quantified self tracking platform, social sentiment aggregator, responsive websites and mobile apps.

Printzel : New York, NY : Co-founder : April 2010 - 2014

Printzel's mobile-first printing platform allows any iOS app the ability to share content as a printed photo book. Responsible for all creative for Printzel platform, Printzel showcase app, and supporting apps ScrapPad, FLIP and BLEND.

Stripes39 : Seattle, WA : Creative Director : March 2011 - April 2012

Responsible for building the Creative team from the ground up. Hired and managed a team of 12+ Creatives to produce outstanding work under tight deadlines. Worked closely with CEO to establish processes and workflow. Provided creative direction and mentorship. Established a healthy, collaborative team culture. Empowered employees to achieve their best work.

JWT : New York, NY : Senior Art Director : Jan 2008 - April 2010

Assigned to the Johnson & Johnson account, projects included digital, integrated and broadcast campaigns for Listerine, Sudafed, Zyrtec, Roloids, Pepcid, Visine, Imodium and Neosporin brands. Concepts developed and presented with copywriter partner. Supervised junior art directors and designers.

AOL : New York City, NY : Senior Designer : Sept 2006 - Dec 2007

Responsible for web design and maintenance needs, which included editorial feature branding, enhanced movie hubs, awards show package design, ad integration. Worked extensively on Moviefone site redesign, which required clear communication with Project Management, UI, Editorial, and Development teams.

EMI / Tooth & Nail Records : Seattle, WA : Interactive Art Director : June 2005 - Sept 2006

Responsible for web design needs, which included Flash ecards & websites, art directing outsourced projects, banner ad campaigns, and other web assets. Also responsible for some print design needs, which included CD packaging, logos, ads, posters, and other promo items. In addition, edited commercials & music videos.

EDUCATION

Cornish College of the Arts : BFA in Graphic Design

SOFTWARE PROFICIENCIES

Currently liking Sketch and Flinto. Advanced ability in Photoshop, Illustrator, After Effects, InDesign, Flash, Dreamweaver and Final Cut. Additionally skilled in illustration, copywriting, video editing and sound design.