

# JASON POWERS

Product Design Director

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## EXPERIENCE

### **Viacom : New York, NY : Product Design Director : Nov 2015 - April 2017**

Responsible for leading a team to design web and app products for MTV, Comedy Central, etc. I helped my designers understand business goals, user needs & product purpose, while facilitating collaboration across product, tech, brand & research. I additionally worked with VP to improve culture, process, hiring & 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. Worked in tight collaboration with software & hardware engineers, machine learning developers, and customer service to understand our users to create and iterate features.

### **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**

Co-founded Printzel's iOS photobook printing platform. Responsible for design, UX, branding & marketing of Printzel API/SDK & showcase app, and supporting creative experience apps ScrapPad, FLIP and BLEND.

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

Responsible for building the Creative team focused on educational products from the ground up. Hired and managed a team of 12+ designers, illustrators, UX, motion artists, and writers to produce outstanding digital product and marketing work, including online curriculum, educational videos, infographics and interactive data visualization experiences. Worked closely with CEO to establish processes and workflow. Provided creative direction and mentorship. Established a healthy, collaborative culture where the team could learn & thrive.

### **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, 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.