



JASON WIGGINS
Creative Direction

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Full-time Experience

- 2016-Present** • **Creative Director, Jason Wiggins Creative, LLC** - Working with senior brand managers to establish customizable digital and print templates for a variety of business units. Teaming with internal brand teams and partner agencies to sell the benefits of self service marketing technology. Thinking forward to insure materials are flexible, reducing cost while increasing shelf life and speed to market. Serving as document engineering lead, making sure logic is efficient, testing, debugging and troubleshooting.
- 2015** • **Creative Director, Copeland Advertising** - Partnered with a Fortune 500 client and third-party agencies in the successful design, testing, and launch of two automated online collateral design tools. Advised on feature sets, wire framing, functional specs, and user acceptance testing. Oversee design, production, and asset management for three online collateral customization systems.
- 2007-2015** • **Art Director, Copeland Advertising** - Manage estimating, invoicing, creative, and production of web content, trade shows, print, and brand templates. In charge of hiring, training, mentoring, and retaining creative talent.
- 2006-2007** • **Art Director, Schawk!** - Design and production of national advertising, signage, and high-end catalogs. Worked with producers and photographers to build sets and direct photography. Selected to lead production for a new Fortune 500 client's advertising overhaul.

Freelance Experience

- 2000-2006** • **Fresh Graphic Design, LLC.** - Responsible for client and vendor relationships, art direction, production, and company growth. Customized workflow to assist clients on an hourly, project, or retainer basis.
- **Sprocket** - Identity development, bimonthly magazine, and catalog design.
 - **Zenith Design Group** - Key participant in client presentations. Produced web, print, identity, and billboard design.
 - **Piedmont Hospital** - Worked directly with hospital professional staff in the design of medical forms. Interviewed, tested, and trained new designers on style guides and processes.
- 1998-2000** • **Red & Black Publication** - Built ads, retouched photos, and prepared pages for print using manual and digital paste up.

Design and Management Skills

Art direction, concepting, corporate branding, copywriting, layout, Adobe Creative Cloud, interactive design, photo shoot direction, set design, project and personnel management, production, budgeting and estimating, preflight and press check.

Education

- 2000** **The University of Georgia, Athens GA** - Bachelor of Fine Arts, Graphic Design.