



Jason Wiggins

Digital Marketing, Graphic Design, and Brand Consultant

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4032 Song Thrush Ct NE
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Management and Creative Skills

Personnel Management
Distributed Marketing Platforms
Creative Direction
Corporate Branding
Adobe Creative Cloud
WordPress
Elementor
Digital Marketing
Social Media Marketing
Email Marketing
Google Analytics
Photo Shoot Direction
Set Design
User Experience (UX)
User Interface Design (UI)
Budgeting and Estimating
Print Design
Pre-press and Press Check

Education

**Bachelor of Fine Arts,
Graphic Design**

The University of Georgia,
Athens GA

Full-time Experience // 2006-Present

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 ensure materials are flexible, reducing cost while increasing shelf life and speed to market. Serving as a document engineering lead, making sure logic is efficient, testing, debugging, and troubleshooting. **Resulting in client-reported savings of \$32M and a 395% increase in year-over-year downloads.**

2015 // Creative Director // Copeland Advertising

Partnered with a Fortune 500 client and third-party agencies in the successful design, testing, and launch of two distributed marketing systems. Advised on feature sets, wireframing, functional specs, and user acceptance testing. Led design, production, and asset management for three online advertising 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!

Teamed with Account Executives to create concepts and initial sketches. Design and production of national advertising, signage, and high-end catalogs. Collaborated with producers and photographers to build sets and direct photography. Selected to lead production for a new Fortune 500 client's advertising overhaul. Directed production in versioning of layouts for various markets. Reduced downtime, errors, and redundant work by requesting Art Directors be paired with production personnel. Developed RFPs and client presentations.

Freelance Experience // 2000-2006

Graphic Designer // Sprocket

Identity development, bimonthly magazine, and catalog design.

Graphic Designer // Zenith Design Group

Assisted in client presentations, web, print, identity, and billboard design.

Graphic Designer // 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.