

JASON HEWITT

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SUMMARY

Experienced and versatile Creative Professional with over 17 years of experience as a Graphic and Web Designer working for a major multi-media company serving thousands of clients. Career experience includes display advertisement, layout design, project coordination, and web design.

GRAPHIC DESIGN

Photoshop
Illustrator
Lightroom
InDesign
Acrobat

WEB DESIGN

WordPress
BeTheme
Duda

SKILLS

Front-End Web Design
Graphic Design
UX/UI Design
Logo Design
Branding
Display Design
Typography
Project Coordination
Photography

EDUCATION

HOUGHTON COLLEGE

BACHELOR OF ARTS

Double Major in:
Graphic Design
& Photography

Minor:

Communications

AWARDS

EMPLOYEE OF THE YEAR
2011

EMPLOYEE OF THE MONTH
June 2008
September 2017

LOCALE DGE (Hearst Media Services) October 2006 - Present

CREATIVE WEB DESIGNER May 2017 - Present

- Fulfill client orders through design of high quality brochure and e-commerce websites
- Increase retention of clients and regain trust through expert redesigns of sub-par website projects
- Increase user experience of website sales portal with modern redesign
- Innovated and increased productivity through experimentation with new web design techniques and WordPress theme capabilities
- Increased sales and improved client understanding through creation of essential marketing and sales collateral promoting Internet Marketing Services products and services
- Increased client satisfaction through full design services including logos, photo and video editing, and graphics creation

COVER & DESIGN COORDINATOR June 2010 - May 2017

- Streamlined and increased efficiency of directory cover layout design and pre-press preparation processes leading to an employee of the year award
- Made several key design upgrades to the directory cover, improving branding recognition
- Increased efficiency of direct mail design and coordination by reducing production timeline from submission to delivery with the print vendor
- Design and coordination of marketing and sales collateral leading to improvements in inter-office, client, and community communication and recognition
- Reduced processing errors and increased efficiency of sales submissions through the design and programming of PDF contracts and sales forms
- Assisted in coordination of directory distribution processes including handling delivery issues and processing competitor data

PROJECT ARTIST November 2007 - June 2010

- Promoted after 11 months to special projects group as community pages artist and assistant mapping designer
- Increased efficiency of map creation and assisted in redesign and of directory community pages; became a go-to person for special design projects

AD DESIGNER & PHOTO EDITOR October 2006 - November 2007

- Phone directory display ad design leading to additional responsibilities
- Reduced sales returns for issues with art by improving upon poor quality of client provided artwork