

**JASON PATRICK KRESS**

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**VISUAL DESIGNER****EXPERIENCE****SENIOR SPECIALIST****2016 - PRESENT****Deloitte Digital | Alexandria, Va | [www.deloitte.com](http://www.deloitte.com)**

In collaboration with visual and UI/UX designers, engineers and product owners, delivers digital solutions to agencies across the Federal government and commercial market, shaping their business operations in an ever-evolving world.

Manages and mentors members of the visual design team while instilling culture throughout the digital organization. Helps team deliver best-in-class solutions in web and mobile app development, experiential marketing, print and social media.

**CREATIVE DIRECTOR - SOCIAL MEDIA****2014 - 2016****Capital One | Tysons Corner, Va | [www.capitalone.com](http://www.capitalone.com)**

Managed team of Art Directors, Photographers and Copywriters and was responsible for all social media campaign creative direction. Social platforms included Facebook, Instagram, LinkedIn, YouTube and Twitter.

Other job responsibilities included working closely with content strategists for several LOB's, analytical measurement and tracking, relevant real-time content creation and social engagement with customers.

**CREATIVE DIRECTOR OF ADVERTISING SOLUTIONS****2012 - 2013****USA Today | McLean, Va | [www.usatoday.com](http://www.usatoday.com)**

Responsible for creating engaging, fully interactive advertising units for the USA Today online news outlet as well as the 140+ sister online entities under the Gannett umbrella using new technology made available by social media, HTML5 and various CMS.

Tasked with conceiving and tracking new advertising formats to better deliver client messaging to a broad, online audience. Clients included Lamborghini, Samsung, Yahoo!, Google, Volkswagen, MINI, Motorola, HBO, BMW, Kia, Porsche and Discover.

**EXPERIENCE PRIOR TO 2012**

AOL; Senior Graphic & Web Designer  
VW.com; Art Director  
Ogilvy PR; Graphic Designer  
The Discovery Channel; Graphic Designer  
Arnold Worldwide; Senior Graphic Designer  
ATTIK / Hillman Curtis / Razorfish; Graphic Designer

**EDUCATION**

Graduated Cum Laude | Savannah College of Art and Design, Savannah, Georgia  
Bachelors of Fine Arts in Graphic Design | Minor in Photography

**SKILL SET**

Advanced experience with digital design; from desktop to mobile. Brand identity and guideline creation. Experience as team lead in both small and large agency environments. UI development and social media practices/relationships. Skilled in photo and video production, concept development and copywriting. Proficient in Adobe Creative Suite, HTML and CSS.