

JASON PATRICK KRESS  
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CREATIVE DIRECTOR / ART DIRECTOR / DESIGNER

EXPERIENCE **Deloitte Digital**, Senior Art Director 2016-

- Manage and mentor a 15+ person team of visual and UI/UX designers while delivering digital solutions to federal and commercial clients. Projects include: mobile and web applications, digital and print advertisements, messaging and brand development
- Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral, and tradeshow marketing
- Oversee market launches of several new large-scale web/mobile products. Identify opportunities, research new product possibilities, and collaborate with engineering team for first-class solutions
- Lead new commercial business development effort which includes client-facing pitches, product creation and final contract negotiations

**Capital One Financial**, Creative Director 2014-2016

- Managed and built creative for seven unique brand voices under the COF umbrella. Post schedule ranged from 10-30 posts per week across all channels. Managed a deadline-driven schedule which included an always-on social listening and response team
- Developed well-conceived, innovative creative work to implement the overall strategy while overseeing an annual spend of ~5MM annually
- Expanded Facebook followers from 8MM to 22MM, launched Instagram account and earned 20,000 organic followers, and improved positive sentiment by 10x across all accounts in three years. Consistently delivered goal-surpassing results and ensured complete product-owner satisfaction

**USA Today**, Creative Director 2012-2014

- Created digital advertising campaigns for a wide range of diverse clients with a minimum ad spend of \$200k per campaign
- Lead in-house ad development and product launches for clients including Audi, Lamborghini, Breitling, Walmart, BMW, Target, and Samsung
- Developed a new full-screen advertising placement that saw a 30% lift in CTR and 60% higher VCR

EXPERIENCE PRIOR TO 2012

**Volkswagen**, Web Designer (2010-2012)  
**Ogilvy & Mather**, Graphic Designer (2005-2010)  
**The Discovery Channel**, Senior Graphic Designer (2003-2005)  
**Arnold Worldwide**, Senior Graphic Designer (2000-2003)  
**ATTIK / Hillman Curtis / Razorfish**, Graphic Designer - Internship (1999-2000)

EDUCATION **Savannah College of Art and Design**, Savannah, Georgia  
Bachelor of Fine Arts, Major in Graphic Design, Minor in Photography

SKILL SET Cross Channel Art Direction, Media Planning, Typography & Layout Principles, Color Theory, Print Production, Responsive Web Design & Development, User Experience, Human Centered Design, UI / UX, Marketing & Brand Strategy, Motion Video Production & Editing, HTML, CSS, Brand Guidelines

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Sketch, InVision, Principle