

Jason Kress

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301.996.5739

Creative director and visual designer specializing in conceptual campaigns and brand development.

RELEVANT EXPERIENCE

Ogilvy, Creative Director

2019 -

- Creative lead on multiple federal and commercial accounts. Client list includes FEMA, National Science Foundation, USAID, CDC, and Audi of America.
- Responsible for over \$500M in NB awards in 2020-2023 including AOR wins for FEMA, Maxar, and Audi of America.

Deloitte Digital, Creative Director

2016 - 2019

- Managed and mentored a 15+ person team of visual and UI/UX designers while delivering digital solutions to federal and commercial clients. Projects included mobile and web apps/products, advertisements, messaging and brand development, user research, high fidelity UX design.
- Directed brand management, PR, media relations, corporate positioning, product launches, and advertising.
- Led market launches of several large-scale web/mobile products. Identified opportunities, researched new product possibilities, and collaborated with engineering team for first-class solutions
- Designed and instituted a world-class wayfinding and environmental graphic system which was implemented in over 20 international airports.

Capital One Financial, Creative Director

2014 - 2016

- Expanded Facebook followers from 8M to 22M, launched Instagram account and earned 25,000 organic followers in my tenure, was one of the first five advertisers on Instagram, improved positive sentiment by ~80% across all accounts in two years.
- 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 fast-response team.
- Developed innovative creative work that implemented brand strategy while overseeing an annual spend of ~5M annually.
- Large campaigns consisted of the official sponsorship of the NCAA Final Four tournament, the iHeart Radio concert tour, title sponsorships of major college athletic teams, the Washington Capitals and Wizards teams, The ESPYS awards show and various other seasonal events.

EXPERIENCE PRIOR TO 2014

USA Today, Creative Director

Ogilvy & Mather, Senior Art Director

The Discovery Channel, Senior Graphic Designer

Arnold Worldwide, Senior Graphic Designer

EDUCATION

Savannah College of Art and Design, Savannah, Georgia

Bachelor of Fine Arts, Major in Graphic Design, Minor in Photography

SKILL SET

Creative Leadership, Cross Channel Creative Direction, Brand Strategy and Development, Typography and Layout Principles, Color Theory, Print Production, Responsive Web Design and Development, Human Centered Design, UI, UX, CX, Video Direction, Production and Editing, HTML and Light CSS, Adobe Creative Suite.