

JASON SUTHERLAND

San Mateo, CA • 650-868-7377 • jasons@introgression.com

introgression.com

WEB GRAPHIC DESIGNER / DIGITAL MARKETING CONSULTANT

Unique blend of creative conceptual, brand marketing, design & technical capabilities

Dynamic web graphic designer driving marketing communication efforts, graphic design concepts & execution, and brand messaging for client businesses across diverse industries. Equal ability to work autonomously, as a team leader, and as a supportive team player.

MFA in Web Design & New Media : Academy of Art San Francisco, Present

Areas of expertise:

Digital Interface Design • Web Graphic Design • Icon/Character Illustration • New Media Production
Wire Framing & Workflow Strategy • Website Content Development • Marketing Communications
Brand Messaging • New Media Marketing • Strategic Marketing • Project Management

PROFESSIONAL EXPERIENCE

INTROGRESSION, San Mateo, CA • Present

Marketing communication, interactive design, graphic design and illustrative art services provider.

Current 1099 Contracts (employers have utilized my ongoing services for more than 2 years)

Elliot Chandler Design (e-commerce / Digital Marketing Consultant)

Tom's Outdoor Furniture (Graphic Design / Digital Services / Web Consultant)

Web Graphic Designer / Business Marketing Consultant

Provide web graphic design, marketing communication, social media coaching and illustrative art services to small and medium-size businesses across San Francisco Bay Area. Drive creative efforts from conception stage, through mock-ups to complete branding solutions.

Key Contributions:

- Created Peninsula Shops digital and social media mechanism for business owners on San Francisco Peninsula; developed marketing plan, logo, tagline, and website; launched Peninsula Twitter Hunt campaign that gained national recognition through INC. Magazine and local press on KPIX CBS5.
- Boosted Tom's Outdoor Furniture web traffic 60% by redesigning website, optimizing keywords, and driving local media blitz campaign.
- Increased Gaia-Essentials' web traffic 40% by redesigning website to better showcase products and launching social media marketing campaign.

SCHMITT HEATING, San Francisco, CA • 2008

Web Expert

Served as in-house web expert; provided graphic web design services.

Key Contributions:

- Redesigned Schmittheating.com website using new photos and content to better reflect brand.
- Enhanced website navigation by creating Flash Navigation Header.
- Managed all jobsite before & after photography.

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PROFESSIONAL EXPERIENCE**LYONS ROOFING, Phoenix, AZ • 2003****Marketing/Operations Manager**

Oversaw all marketing communications functions and activities. Managed daily office operations.

Key Contributions:

- Led website content development efforts in support of all marketing campaigns.
- Enhanced brand awareness by partnering with graphic designer and print media vendors to ensure clear brand messaging, and helped position sale of business to new owners in 2003.
- Drove referral marketing strategy pointing to co-branded sponsor radio show "Rosie on the Radio."

BODY SCULPTING CENTER, Scottsdale, AZ • 2002**Marketing Manager**

Led marketing campaign development and execution efforts. Partnered with 3rd-party vendors such as Mentor, Botox, and Spectrum and media outlets to ensure consistent brand messaging. Collaborated with Director and Owner to develop strategic marketing plans. Administered annual marketing budget.

Key Contributions:

- Played key marketing role in propelling Center to #1 user of Mentor implants on West Coast.
- Established new consistent before & after digital photo process for patient rooms.

BEST WESTERN INTERNATIONAL, Phoenix, AZ • 2000**Multi-Media Specialist**

Promoted to serve as Digital Communication Support Representative for Executive staff. Designed interactive, dynamic corporate presentations for International Sales Team and Board Members.

Key Contributions:

- Slashed Executive Management's international travel costs significantly by procuring and installing international video conference solution at Phoenix and Ireland headquarters.
- Optimized TV advertising campaign and enabled optimized for internet playback.

FRESH SOUNDS, INC., Palo Alto, CA • 1998**Sr. Production Artist**

Employee number 13 and Resident Flash Expert.

Key Contributions:

- Integrated co-branded design wireframes, mock-ups and microsites for partners AOL & Yahoo
- Automated batch photo process of large volume photo submission for web publication
- Assisted Lead Designer with pixel perfect graphics for UI (both front and back ends)

TECHNICAL SKILLS

- Advanced Photoshop, Illustrator, Flash, Dreamweaver, Word Press, Drupal, MS Office, Wireframing, UI Conceptual Artist, Taskflows, Illustration, 3D Animation, Java Script, HTML, CSS