

JASON FONTANA

CREATIVE / ART DIRECTOR • GRAPHIC DESIGNER • ILLUSTRATOR

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SUMMARY of SKILLS

Highly conceptual Creative/Art Director, Graphic Designer & Traditional Artist with 10+ years experience crafting stories for advertising agencies, marketing, and in-house brand creative teams. Having worked primarily in smaller environments, I'm skilled at multi-tasking between art direction, ideation and execution while delivering work that looks beautiful, communicates objectives and meets deadlines.

EXPERIENCE

FREELANCE CREATIVE / ART DIRECTOR, DESIGNER, ILLUSTRATOR | January 2019 - Present | LA & Orange County, CA

- Autonomous & collaborative creative solutions for in-house and agency teams that amplifies creative ideation, quality, and productivity

CREATIVE DIRECTOR | February 2017 - January 2019 / **ASSOCIATE CREATIVE DIRECTOR** | June 2014 - February 2017

MANDUKA | Consumer Goods/Retail Brand (Premium Yoga Mats, Gear & Athletic Apparel) • El Segundo, CA

- Built brand's in-house creative team from 2 to 6 employees; increased productivity and slashed outside vendor costs by 50%
- Led creative department in ideation & execution of 25+ creative pieces per week and 10+ seasonal/new product campaigns that increased sales, customer acquisition and brand awareness
- Navigated timelines, production schedules, and \$150K+ budget; Led notable creative evolution of brand's: identity, digital, print, copy, 360 campaigns, photo/video shoots, packaging, catalogs, and event collateral for national & global B2B, B2C, and ecommerce needs

FREELANCE SR. ART DIRECTOR | October 2011 - June 2014 | Santa Monica, CA

- Creative solutions for 5 regular in-house & agency clients that won new business while boosting creative quality and productivity

SR. ART DIRECTOR / CREATIVE LEAD | November 2008 - October 2011

NEIGHBOR AGENCY | Full-Service Creative & Marketing Agency • Santa Monica, CA

- Led creative team of 3 employees and 2 freelancers in the ideation and production of client creative and agency pitches primarily in the health & wellness space; implemented processes that increased team efficiency by 30%
- Spearheaded the creation of 400+ assets (spanning brand identity, digital, print, social, broadcast, and events) for a diverse collection of 10+ clients that made national news and increased sales & brand awareness
- Major clients included: Jamba Juice, Luna Bar, Petco, Manduka, T-Mobile, O Organics, and Safeway Stores

ART DIRECTOR | November 2007 - August 2008

ACTIVISION BLIZZARD | Interactive Entertainment Brand • Los Angeles, CA

- Crafted 100+ creative marketing assets for digital, print, packaging, broadcast, and events for 7 major video game launches

SKILLS

DIRECTION: Creative Direction, Art Direction, Photo & Video Shoot Direction, Concept Ideation, Creative Strategy, Branding, Brand Development, Story Telling, Copywriting, Copy Editing, Photo Editing, Storyboarding, Team Leadership, Brutal Sarcasm

DESIGN: Graphic Design, Digital, Print, Logos, Social, UX, Presentation, Style Guides, POP, Outdoor, Iconography, Typography, Pixel Pushing

DIGITAL: Mac Platforms, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Asana, Keynote, Microsoft Office, Squarespace

TRADITIONAL: Illustration, Painting, Pen & Ink Drawing, Life Drawing, Cartooning, Creative Writing, Making a Mess

EDUCATION

BACHELOR of FINE ARTS in ADVERTISING | ART CENTER COLLEGE of DESIGN, Pasadena, CA

- Art Director for The Agency @ Art Center: Honors program for invited students to work with real clients

BACHELOR of FINE ARTS in ILLUSTRATION | CALIFORNIA COLLEGE of the ARTS, San Francisco, CA

RECOGNITIONS

- **2011 Reggie Awards:** Silver Social Media Campaign & Bronze Shopper Marketing Campaign
- **1998 Laguna Beach Festival of Arts Roy Ropp Award:** Painting