

# JASON BELL'S creative

916 • 705 • 8426 | Jason@JasonsCreative.com

I'm a passionate, creative freelance **graphic designer** that has recently moved to Portland. I bring with me over a decade of creative professional experience as well as a 4 year degree in graphic design and advertising.

References available upon request

## EXPERIENCE

**2009-2011**

Freelance Creative  
**Jason Bell's Creative**  
*Portland, Oregon (new home office)*  
[JasonsCreative.com](http://JasonsCreative.com)

**2002-2009**

Director of Creative Services  
**Augustine & Associates**  
*Sacramento advertising agency*  
[AugustineIdeas.com](http://AugustineIdeas.com)

**2000-2002**

Senior Designer  
**Digital Brewing Company**  
*San Francisco interactive firm*  
[DigitalBrewing.com](http://DigitalBrewing.com)

**1998-2000**

Graphic Designer  
**Hunt Weber Clark & Assoc.**  
*San Francisco design firm*  
[HWCinc.com](http://HWCinc.com)

As a freelance graphic designer working for my self I've been able to lower my overhead and increase creativity. I bring the experience of a large agency with the cost of an individual working from a home office. I'm happy working on jobs ranging from graphic production to high end creative conceping and branding. I'm currently serving creativity to the West Coast, including; Los Angeles, San Francisco, Sacramento and looking forward to adding clients from my new home town of Portland.

As the Director of Creatice Services for one of Sacramento's leading advertising agencies, it was my responsibility to design, oversee, and facilitate the creative process. I helped develop this small eight-person agency into a highly reputable forty-plus employee creative force. At Augustine I was able to work on both national and local accounts, including clients such as Safeway, Kroger, Lennar Homes, D.R.Horton, Parts Planet, the Chilean Avocado Board and many more.

As a Senior Designer for Digital Brewing Co., a successful interactive firm in the heart of San Francisco, I had the opportunity to lead, develop and execute on several large scale interactive and branding projects. Digital Brewing Company produced nothing but award winning work for architects, engineers and toy companies, including Wild Planet Toys, Tangle Toys, EDAW, Glumac International, Instill Corporation and many more.

As Art Director for Hunt Weber Clark & Assoc., I was able to learn all aspects of the trade, from client services and creative briefs to vendor and production management. Because of my creative skills and developing expertise, I was promoted to Art Director/Team Leader within two years. I gained a variety of experience in the hotel industry, the toy industry and in theater advertising with companies such as Kimpton Group, Galoob Toys, University Games, and Beach Blanket Babylon.

## EDUCATION



**California State University**

Chico, BA (May 1998)

**Graphic Design**, Communications

Graduated with honors

## SKILLS

Creative Direction  
Team Building  
Advertising  
Branding  
Graphic Design  
Production Design  
Creative Thinking  
Client Presentations

Identity  
Packaging  
Publication  
Environmental  
Retail  
Interactive  
Radio





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(Direct mail piece with pop up towers)

LIFE ON A SILVER PLATTER

LAST RELEASE AT PRE-CONSTRUCTION PRICING

The Towers is serving up some of the most astounding condominium homes on the West Coast. Everyday life at The Towers can include:

- Access to the InterContinental Hotel and Resort • 24-hour Concierge and Room Service
- Housekeeping, Valet and Town Car Service • Rooftop Pool
- \$25 million Fitness Center and Spa • Fine Dining • Upscale Shopping

Living at The Towers on Capitol Mall is more than a life of luxury—it's absolutely sterling.

FROM THE HIGH \$300,000s TO MORE THAN \$3 MILLION  
SALES OFFICE • 455 CAPITOL MALL • SUITE 135  
916.443.2200 • SACTOWERS.COM

THE TOWERS ON CAPITOL MALL

A PRESTIGE COMMUNITY BY SACDEVELOPMENT

INTERCONTINENTAL HOTEL & RESORT

**Client:** The Towers

Rarely have the plans of a construction project provoked such controversial and passionate attention as The Towers. As the first of its type in Sacramento, this three-year construction plan by developer John Saca targeted an untapped market of home buyers. A 54-story high-rise replete with elegant living amenities, upscale dining and a five-star hotel, The Towers became the largest development of its kind on the West Coast.

**Responsibilities:**

- Concept Development
- Creative Direction
- Design
- Client Presentations

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**Client:** Logitech

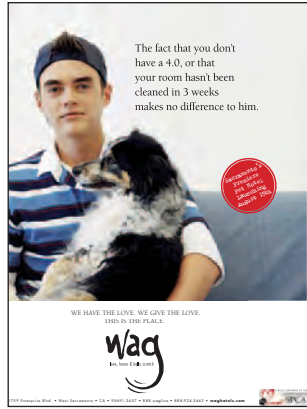
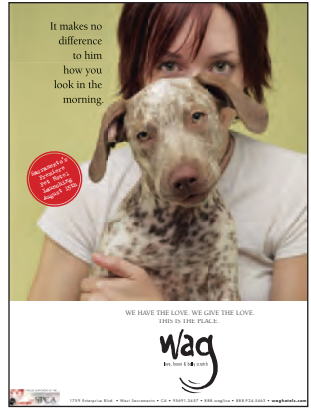
Logitech's first step into 'fashion meets function' came in the form of a pattern and colored mouse. Working closely with Element Design Group, we devised a highly successful 'personalized' campaign speaking directly to a consumers unique sense of style.

**Project Responsibilities:**

Concept Development  
Design

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**Client:** Wag Pet Hotels

Wag is an upscale pet hotel with luxuries such as aquarium gazing for cats and leather couch reclining for dogs—all while watching the Animal Channel on a plasma TV. Wag even offers webcam access for owners to watch their pets while on vacation.

**Responsibilities:**

- Concept Development
- Creative Direction
- Design
- Branding
- Client Presentations

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(916) 792-2828  
LiveCrystalwood.com

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**Client:** Nouveau Homes

Nouveau Homes was having a hard time driving traffic to their Crystalwood community in Rocklin, California. This directional signage campaign proved to be an extremely effective solution.

**Responsibilities:**

Concept Development  
Design  
Client Presentations

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# BARSOtti

FAMILY JUICE COMPANY



**Client:** Barsotti Family Juice Company

Barsotti is the best apple juice on the market and came to us for a brand that reflects that. This is a current project and the art on this page is still in comp stage.

**Responsibilities:**

Concept Development  
 Creative Direction  
 Branding  
 Client Presentations

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**Client:** Sitecore

Sitecore was looking to re-brand their brochures under one standard simplified design with a brand focus. We started off with 2 of these flagship software systems and created 2 very strong 8 page brochures that will set the stage for many more to come.

**Responsibilities:**

Concept Development  
 Graphic Design  
 Info graphic Design

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