



JEFFERY BUTLER

ART DIRECTOR/DESIGNER

OVERVIEW

Talented and creative professional with an accomplished record in all aspects of the end-to-end creative process ranging from direction through execution. Supportive team leader, collaborator and effective communicator with cross-functioning stakeholders such as marketing, sales, product managers, copywriters, freelancers and outside vendors. Extensive experience that includes creative and art direction, packaging design, brand development, print design, email campaigns, social media, photography and food styling direction, digital illustration and product development.

Software - Adobe Creative Cloud, Microsoft Office, Barcode Producer, Filemaker Pro, Mail Chimp, WordPress, Visual Composer, Data and Cloud storage systems and various FTP clients. Proficient on both Mac OS X and Windows operating systems.

PROFESSIONAL EXPERIENCE

Wowzer - Seattle, Washington

Creative Director - November 2016 to present

- Execute brand development and direction of a specialized mobile app project centered around dating and dogs
- Creative leadership for a small team that includes marketing, public relations social media, copy writing and product development
- Provide ongoing design and supervision of all creative projects, web environments, campaigns, events, social media channels and print materials
- Design and direct all aspects of visual design for mobile product including branding, photography, videography, digital assets and user experience
- Ensure 100% on-time delivery of all design projects

Aqua Star - Seattle, Washington

Art Director - April 2005 to present

- Execute creative development of corporate brand and packaging standards for \$300 million seafood company
- Manage in-house creative studio to maintain corporate vision and standards through packaging, advertising, tradeshows and collateral
- Design and direct digital assets for all social media channels, marketing email campaigns and product releases
- Established and maintain a corporate brand book that includes the brand vision, design standards, photography direction, and packaging guidelines
- Create product prototypes and sales material for national retail and food service sales teams
- Creative development of various internal brands, private label brands and existing line extensions of numerous seafood products
- Manage freelance and in-house designers, project timelines and a variety of domestic and overseas printers
- Work closely with professional food stylists and photographers; coordinating and directing internal and off-site photo shoots
- Provide creative leadership within a team of Marketing Directors, Product Development, Project Manager, and Quality Assurance

Paper Promotions, Inc - NYC, New York

Lead Designer/Art Director - August 1999 to March 2005

- Developed and coordinated in-house design department for \$8 million packaging, promotional and advertising company
- Project scheduling; product design and development; maintained computer hardware and software technology
- Conceptualized, coordinated and organized company website, annual product catalogs and product database
- Developed and produced physical and digital prototypes for client sales presentations
- Designed and conceptualized advertising materials such as: tear sheets, magazine ads and direct mailings
- Packaging design that included: folding cartons, corrugate and polybags
- Assisted in organizing and maintaining workflow process: on-site press runs, manufacturing and shipping

National Latex Products Co. - Ashland, Ohio

Senior Designer - August 1997 to June 1999

- Designed for two subdivisions of a leading balloon manufacturing company: National Latex Products Company; Balloon Supply of America
- Assisted Art Director in project scheduling, product design and development
- Concept to Print: packaging design; brand development, product identity and development, catalog design, ad design, marketing collateral
- Learned property requirements of licensing companies such as: Walt Disney, DreamWorks, Warner Bros, Britt Alcroft, Saban Entertainment
- Experienced in organizing product and directing on-site photo shoots

FREELANCE EXPERIENCE

JB Design - Seattle, Washington

Independent Contractor/Owner - January 1999 to present

- **Manini's** - Aided in corporate design direction and packaging redesign; developed point of sale materials and retail coupon program
- **Stoup Brewing** - Packaging/can design, t-shirt design, development of various brewery events, taproom merchandise and product launches
- **Cannonball Wine Company** - Created direct email campaigns, retail shelf talkers, sales collateral and various illustrations for social media
- **The Essential Baking Co.** - Redesigned company's retail and club packaging, created an organic and gluten-free packaging line, corporate collateral
- **Casablanca Promotions, Inc** - Art direction and project scheduling, creative development of marketing collateral, and corporate identity
- **SeanSongs, LTD** - Art direction and layout of disc packaging; including concepts, book design, type design, and photo enhancement
- **PromoShave/Medfast/Criticare Helping Hands** - Project scheduling; creative development of marketing collateral, ads, and corporate identity

EDUCATION

- **The University of Akron** - Akron, Ohio

Bachelor of Fine & Applied Arts