



JEFFERY BUTLER

ART DIRECTOR/DESIGNER

OVERVIEW

Creative-minded individual with vision, influence and leadership to guide team members and clients through the overall creative process, brand development and the user experience. Supportive collaborator and effective communicator with cross-functioning stakeholders such as marketing, sales, product managers, copywriters, freelancers and various vendors. Extensive experience that includes creative and art direction, packaging design, branding, UX & UI design, print design, video, email campaigns, social media, web design, photography & food styling direction, digital illustration and print production.

Software - Adobe Creative Cloud (Illustrator, Photoshop, In-Design, Premier Pro), Microsoft Office, Keyshot, Barcode Producer, Filemaker Pro, Mail Chimp, WordPress, Visual Composer, data and cloud storage systems and various FTP clients. Proficient on both Mac OS and Windows operating systems.

PROFESSIONAL EXPERIENCE

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, digital, advertising, tradeshow 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
- Strategize, create and edit in-house video and photography for various digital marketing outlets and social media presence
- Creative development of various internal brands, private label brands and existing line extensions across numerous retail channels
- 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 Director, Product Development, Project Manager, and Quality Assurance

Wowzer - Seattle, Washington

Creative Director/UX/UI Designer - November 2016 to COVID 2020

- Executed brand development and creative direction for a startup mobile app project focused on dating and dogs
- Creative leadership for a small team that included marketing, public relations social media, copywriting and product development
- Designed and directed all aspects of UX/UI design for mobile product including branding, photography, videography and digital assets
- Provided ongoing art direction and supervision of all creative projects, UI, campaigns, events, social media channels and print materials
- Worked with co-owners and global production partners to develop a final product with strong brand awareness and a positive user experience

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

FREELANCE EXPERIENCE

JB Design - Seattle, Washington

Independent Contractor/Owner - January 1999 to present

- **PR•Collective** - Current member of Seattle-based virtual PR agency focusing across a number of industries through referrals and collaborations
- **SHe Said | Jen Ayers Music** - Collaborated with a team of artists and musicians to help create the brand development for a complete musical production
- **Jackalope & Jack's BBQ** - Brand development and creative direction, logo design, illustrations, menu design and marketing collateral
- **Stoup Brewing** - Packaging/can design, t-shirt design, development of various brewery events, taproom decor and product launches
- **Manini's** - Aided in corporate design direction and packaging redesign; developed point of sale materials and retail coupon program
- **Artist & Muse Salon | Emily's Garage | Saltine** - Logo design and brand development for local Western Washington businesses
- **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

EDUCATION

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

Bachelor of Fine & Applied Arts