



JEFFERY BUTLER

ART DIRECTOR/DESIGNER

OVERVIEW

Creative-minded individual with vision, influence, passion and leadership to guide team members and clients through the overall creative process, brand development, storytelling phases, and the user experience. Supportive collaborator and effective communicator with cross-functioning stakeholders such as marketing, sales, product managers, copywriters, freelancers and 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 direction, digital illustration and print production.

Software | Applications - Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premier Pro), Microsoft Office (Word, Excel, PowerPoint, Keyshot 3D, WordPress, Figma, HubSpot, Filemaker Pro, Barcode Producer, Data and Cloud Storage Systems. Proficient on both Mac OS and Windows.

Generative AI Tools - Adobe Firefly, Canva AI: **AI-Powered Design | Writing Tools** - Photoshop (Generative Fill), Illustrator (Text to Vector), ChatGPT

PROFESSIONAL EXPERIENCE

Aqua Star - Seattle, Washington

Art Director - April 2016 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, animation, motion graphics and photography for digital marketing outlets and social media presence
- Creative development of internal brands, private label brands and existing line extensions across numerous retail channels
- Project management: freelance and in-house designers, project timelines, and proofing for 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 the Marketing Team, Product Development, Sales Team, 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 devices including branding, photography, videography and digital assets
- Implemented ongoing art direction and supervision of all creative projects, UI, campaigns, events, social media channels and print materials
- Collaborated 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 Graphic Designer/Art Director - August 1999 to March 2005

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

National Latex Products Co. - Ashland, Ohio

Designer - August 1997 to June 1999

- Designed for two subdivisions of a leading balloon manufacturing company: National Latex Products Company; Balloon Supply of America
- Collaborated with the Art Director on project management, product design and development
- Concept to Print: used corporate design principles for packaging design; brand development, product catalogs, ad design and marketing materials
- Learned property/licensing requirements of B2B companies such as: Walt Disney, DreamWorks, Warner Bros, Britt Alcroft, Saban Entertainment

FREELANCE CLIENTS

JB Design - Seattle, Washington

Independent Contractor - January 1999 to present

- **PR•Collective** - Current member of Seattle-based strategic PR agency focusing across a number of industries through referrals and relationships
- **SHe Said | Jen Ayers** - Brand development and asset creation for a complete musical production | album; singles; programs; digital music platforms; social
- **Jackalope | Jack's BBQ | Saltine** - Creative direction, logo design, environment design, menu design and marketing collateral for local restaurants
- **Radiance Communications | Tandemvines Media** - Creative direction, brand development and website redesign
- **Emily's Garage** - Strategic rebranding and creative direction, logo design, illustrations, shop signage and marketing collateral
- **Stoup Brewing** - Packaging/technical can design, t-shirt design, development of brewery events, taproom decor and product launches
- **Manini's** - Aided in corporate design thinking, direction and packaging redesign; developed point of sale materials and retail coupon program
- **Artist & Muse Salon** - Logo creation, brand development and company assets for local salon
- **Cannonball Wine Company** - Created numerous formats of direct email campaigns, retail shelf talkers, sales collateral and assets for social media
- **The Essential Baking Co.** - Redesigned company's retail and club packaging, created an organic and gluten-free packaging line, corporate collateral
- **SeanSongs | Sean Sullivan** - Art direction and layout of vinyl, cassette and disc packaging; including book design, type design, and photo direction

EDUCATION

- **The University of Akron** - Akron, Ohio **Bachelor of Fine & Applied Arts**
- **Coursera** - **UX Design Professional Certificate** - (July 2024 -)
- **Masterclass** - **AI Strategy at Work | Coursiv** - **Master AI Tools for Career & Professional Growth** - (January 2025 -)