

About

I'm a designer based in New York City. My most recent role was as art director for digital products at Ruckus and teach branding design part-time at CUNY City Tech in Brooklyn.

Check out my work at jonthedesigner.com

Contact

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Design Experience

Art Director-Digital Products, Ruckus Marketing

Oct 2021-Present, New York, NY

Achievements

- Led Front-End and UX Design Teams.
- Restructured how work was presented to clients, leading to more organization within the department.
- Introduced new collaboration tools like Miro, that helped give clients more insight into our process.

Art Director, Halo (formerly Axis Promotions)

Aug 2018-Oct 2021, New York, NY

Achievements

- Managed the creative transition after Axis merged with Halo Branded Solutions.
- Redesigned core branding and marketing materials to support sales during the Covid-19 peak in 2020.

Creative Director, Shoptalk

Aug 2015-Mar 2017, New York, NY

Achievements

- Part of the core founding team for the first two event cycles, helped establish the overall tone, look and feel for the Shoptalk brand.
- Developed marketing strategies to promote the show, including creating speaker illustrations that are still associated with Shoptalk to this day.

Teaching Experience

Adjunct Lecturer, CUNY City Tech

2023, Spring Semester, New York, NY

Adjunct Lecturer, Identity Design

Freelance Experience

Designer, Adler Design

Mar 2017-Oct 2020, New York, NY

Designer, Velo Group

Aug 2017-Jan 2018, New York, NY

Education

Arcadia University, Glenside, PA

BFA, Graphic Design, 3.7 GPA, 2008-2012

Goldsmiths, London, UK

Study Abroad, Design, Spring 2011

Skills

- Branding
- Art Direction
- Packaging
- Web/Mobile
- Prototyping
- Digital Marketing
- Experiential

Programs

- Illustrator
- Photoshop
- Figma
- Indesign
- XD
- Miro
- Asana