

MAKE IT HAPPEN

Anderson Jackson
Art Director | Senior Designer

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Web: www.sldim.com

Skills:

Creative Direction
Web / Game UI Development
Localization
CSS Java Script HTML XML
Broadcast Design

Motion Graphics
Flash / Action script
Large Format Printing
Apparel Design
Editorial Layout

User Experience
Conceptual Design
Asset Management
Custom Artwork
Package Design

Background:

Art director and senior designer with 7 years of professional experience. Well-versed in various platforms of design that span across multiple industries including online gaming, action sports, arts & entertainment, broadcasting and retail sales. Through my designs and visual concepts I have the ability to inspire and motivate design teams to create stunning projects under tight deadlines. My conceptual problem solving has proven effective in the launch of on-line and off-line marketing campaigns, UI development and visual strategies. I am a self-starter with the ability to clearly identify project goals and constraints. While running my own business I have established a strong sense of ownership. Working with outside vendors to complete projects under various marketing budgets. I have the ability to handle multiple clients while also delivering lucrative ideas and creative marketing Strategies that have been proven successful in multiple industries worldwide.

Clients:

Transworld Motocross Magazine, Monster Energy, Universal Interscope, Gamersfirst, AJG Group, Intratel Connect, DUB magazine, IGN Network, Aaron R. Thomas, Ewles Materials, HotVWS Magazine, Drive snow boards, Artistic Plastics, Shady Records, Club Sutra, Black Flies, Chronic Cantina, Authentic Native Honey, Airstyle Imports, Strategic Alliance Media, Double Take Ads and Fritz Online.

Professional Experience:

Native Honey – Provo, Utah

Graphic Designer, 10/15/2009 to Present

Creating various print campaigns and online banners, web site maintenance, web advertisements, promotional mailers, catalogs, POP's and product photography. Responsible for cataloging photo shoot proofs, graphic materials, web site construction, and website design.

SLDIM – Trabuco Canyon, California

Freelance Graphic Designer, 07/13/2002 to Present

Built and managed customer's web sites, campaigns and advertising materials. Responsible for various design concepts in a wide scale of environments, including creating corporate identities, web sites, e-commerce cms templates, splash pages, GUI skins, magazine advertisements, industrial building concepts, vehicle wraps, garment concept and creation, custom illustrations, T-shirt designs, video editing and motion graphics.

K2 Network – Irvine, California

Art Director / Senior Graphic Designer, 03/05/2006 to 09/30/2009

Created corporate branding for new portal gamersfirst.com, web and print campaigns for the gaming environment including: magazine advertisements, tradeshow booth concepts and graphics, game web sites. Dynamic splash page comps both static and flash, game GUI concepts and skins, Aftereffects video graphics and editing and production trailers, oversize print work, web banners and corporate e-mail newsletters.

BDB INC. – Fullerton, California

Graphic Designer / Art Director, 02/15/2005 to 05/20/2007

Created corporate branding, web and print campaigns for the extreme sports environment including magazine advertisements in Transworld Motocross and BMX, Thrasher and Freerider MX magazines, web site and e-commerce customization, ASR and Magic Show booth designs, vehicle wraps, garment designs for New Era fitted caps, cut and sew sweatshirts, and t-shirts. I was also a key instrument in the pattern and concept creation of their custom boxer shorts.

Education:

Platt College – Newport Beach, California, 06/02/2000 to 06/30/2003

Associate of Arts in Graphic Design and Multi Media Graduated on the honor roll.

Rancho Santiago College – Orange, California, 04/06/1997 to 06/02/1999

2D Art Concepts, Photography, Traditional Art Development

Saddleback College – Mission Viejo, California, 02/06/1996 to 10/15/1997

Art History and Theory, Photography, Communication Arts

****Portfolio, work samples, and references are available upon request**