

# JAMAL MEANS

## Art Director



### Work Experience

10/2021-Present

#### Product Marketer

*LaBome Catering, Houston, Texas*

- Strategize and design campaigns for products
- Present conceptual marketing campaigns
- Designed the logo and packaging design for products
- Collaborating with the marketing team

1/2021-9/2021

#### Social Media/ Brand Strategist

*Freelancer*

- Present conceptual campaign strategies to clients
- Design branding materials such as websites & packages
- Designed and manage content for social media
- Strategize social media campagins

10/2020-12/2020

#### Art Director

*The Times Agency, Chicago, IL*

- Designed and strategize 360 campaigns for Dormify
- Volunteered design and campaign ideas for White Claw
- Shared and gave feedback on the latest advertisements

8/2015-1/2019

#### Graphic Designer

*CCM Graphic Design & Printing, Montgomery, AL*

- Designed print advertisements by using various software packages such as Adobe Photoshop and InDesign
- Edited client photos using Adobe Photoshop
- Created content for Instagram

3/2009-5/2013

#### Graphic Designer

*Computer Wiz & Associates Birmingham, AL*

- Created custom logos and print advertisements using Adobe Photoshop and Illustrator
- Designed fonts, banners and images for websites using Adobe Photoshop



### Education

1/2019-12/2020

#### Graduated: Art Direction

Miami Ad School : Miami, FL

5/2013-6/2016

#### Graduated: Graphic Design

Trenholm State College : Montgomery, AL



### Creative Skills

Art Direction,Brand Design,  
Packaging Design,Graphic Design,  
Typography,Photography,  
Social Media Strategy,Food Art,  
Social Media Management,  
Social Media Management Tools,  
Copywriting,Video Editing,Animation,  
Web Design,Mobile App Design,  
Layout Design,Collaborating virtually  
and in person,Presentation,  
Presentation Desgin,Brand Storytelling



### Program Skills

Adobe Photoshop,Illustrator,  
InDesign,Acrobat,Premiere Pro,  
Premiere Rush,XD,Lightroom,  
Bridge,After Effects,Keynote,HTML,  
CSS,Google Presentation,  
Google Docs, Google Drive,  
Microsoft Office,Wix



### Contact

#### Phone

(334) 544-3677

#### Website

jamalmeans.com

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# JAMAL MEANS

## Art Director



### Certification & Awards

9/2021

#### ***Muse Creative Awards 2021***

Global: Gold - Oreo Campaign

8/2021

#### ***Creative Conscience Awards 2021***

Global: Shortlisted - Oreo Campaign

4/2018

#### ***Adobe Certified Associate***

in visual design using Adobe Photoshop Creative Cloud



### Volunteer Work

5/2017

#### ***Graphic Designer***

*Little Diamonds, London,United Kingdom*

- Designed weekly schedule for children after school club

2/2016

#### ***Graphic Designer***

*Sickle Cell Foundation, Montgomery,Alabama*

- Designed movie poster for a short film

3/2009-5/2011

#### ***Graphic Designer***

*Miss Bright Star of America, Montgomery,Alabama*

- Designed flyers and event tickets
- Edit and retouch photos



### Communication Skills

#### ***English***

Native

#### ***Spanish***

Intermediate



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