

J A C O B

# Schwartz

G U I L E S

Highly skilled and innovative Art Director passionate about creating impactful visual experiences, experienced in branding, UI design, graphic design, and typography, blending strategic thinking with aesthetic flair for compelling and memorable solutions, and committed to exceeding client expectations.

## EXPERIENCE

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### Senior Art Director

INDUSTRIAL STRENGTH MARKETING - 2022-2023

- Conceptualized, presented, and executed strategic campaigns utilizing tactics such as print, digital, inbound, and outbound marketing.
- Streamlined web design processes with low and high fidelity wireframing and implemented design systems for consistent visual aesthetics.
- Designed trade show booths, captivating displays, and compelling collateral to create impactful brand experiences that enabled the client to stand out within their industry.
- Worked closely with the digital marketing team to leverage campaigns and brand awareness in an iterative manner, resulting in a greater number of qualified leads.

### Senior Art Director

CAYENNE CREATIVE - 2015-2022

- Developed design approaches collaboratively, ensuring client goals and expectations were met within project scope.
- Conceived and designed websites for clients, working closely with the dev team to utilize an iterative approach and develop design systems.
- Created brand identities and oversaw implementation across print and digital mediums, reflecting client core principles and business objectives.
- Crafted compelling brand experiences through the design of trade show booths, displays, and collateral.
- Managed art directors and designers, contributing new ideas and creative solutions to align their work with project objectives.

### Senior Art Director

THE MODERN BRAND CO - 2012-2015

- Set the creative direction for all agency accounts as Senior Art Director at this boutique agency.
- Conceived and designed brand identities and websites, while overseeing their implementation across print and digital mediums, to reflect client values and goals.
- Worked with nonprofit groups to conceptualize and execute event themes, branding, collateral, and digital promotion, while also providing assistance with logistical and planning needs to ensure successful implementation.

## DESIGN SKILLS

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Brand Identity  
Web Design  
Design Systems  
UI  
Concept Development  
Graphic Design  
Typography  
Photo & Video Art Direction  
Print  
Outdoor  
Packaging  
Social Media  
Screenprinting  
Trade Show / Event Design

## SOFTWARE SKILLS

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Adobe CC  
Figma  
Sketch  
WordPress  
HTML / CSS  
Hubspot  
Flexitive  
Creatopy

## PERSONAL SKILLS

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Strategic & creative thinker  
Fast learner  
Adaptable  
Conceptual & process driven design  
Strong attention to detail  
Attentive to clients  
Easy to get along with  
Hard worker  
Good communicator

## CONTACT

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