



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

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

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

Adobe CC
Figma
Sketch
WordPress
HTML / CSS
Hubspot
Flexitive
Creatopy

PERSONAL SKILLS

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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