

# Jay Allen Campbell

art direction



graphic design



illustration



writing



## qualifications

In my thirteen years as a professional designer I have become adept at truly hearing clients, turning abstract problems into real solutions– and then poking holes in them until we develop a solution that is perforation-proof.

## professional experience

### FREELANCE DESIGNER

Jay Allen Campbell LLC - Ann, Arbor, MI - 2018-Current

Services performed: *branding and visual identity, document design and layout, website and mobile interface design, copywriting, promotional campaign design and illustration.*

**Select Clients:** Michigan Center on Crime and Delinquency, Jewish Federation of Greater Ann Arbor, U-Mich Center on Finance, Law & Policy

### ART DIRECTOR - Studio DZO - Austin, TX 2017-2018

Led project briefs and client presentations.

Trained and mentored Junior Designers and Project Managers.

Coordinated with Architects, Contractors, Interior Designers and outside vendors to ensure project coherence.

### SENIOR DESIGNER - Studio DZO - Austin, TX 2016-2017

Conceptualized, designed and created detailed fabrication drawings for interior and exterior signs and sign plans, in accordance with local code.

**Select Clients:** Indeed, Retail Me Not, CWS Properties, STG Design

### GRAPHIC DESIGNER - FSG Signs - Austin, TX 2007-2016

Created new sign designs and adapted clients' concepts for fabrication.

Produced technical drawing for the facilitation of sign construction and installation.

**Select Clients:** Dallas Cowboys, Austin Bergstrom Airport, Dell Medical

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## specialties

Information Design / Empathic Design

Illustration / Wayfinding

Print Production / Copywriting

## technical

**Digital:** Adobe Creative Suite

Procreate / Wordpress / Blender 3D

**Analog:** UV Printer / Risograph Printer

Screenpress / Laser Cutter

## education

**University of Michigan** • Ann Arbor, MI  
Penny W. Stamps School of Art & Design  
BFA, expected May 2021

**Austin Community College** • Austin, TX  
Design and UX Concentration, 2016-2018

**Coleman College** • San Diego, CA  
Design Certification, 2003

## awards

**Texas Sign Association 2019:**

1st Place Interior Architectural Signage

3rd Place Monument Signs Under 12 Feet

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Thank You!!