

JASON TSAI

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OBJECTIVE

Obtain a position that provides a challenging opportunity while utilizing my talents and full potential.

SELECT CLIENTS

Alvarez & Marsal	Disney	Southpole
August Silk	Garanimals	Time Inc.
Barclays Center	New Jersey Nets	ZeroXposur

AWARDS

2008 Gold Davey Award for Logo Design
2008 Silver Davey Award for Integrated Campaign

PROFESSIONAL EXPERIENCE

ART DIRECTOR: Pulse Creative, New York, NY | 8.2006 – present

BRANDING & MARKETING:

- Conceptualize and develop brand identities for clients in various industries which incorporates logo design, website design, print collateral, viral video, mobile initiatives and so on.
- Establish brand positioning and customer profiles through market research.

INTERACTIVE MEDIA:

- Design and develop creative for online initiatives that can be integrated into a brand's advertising, marketing and public relations campaigns, including websites, banner ads, and viral campaigns.
- Manage and perform day-to-day website/online maintenance for clients with the internal design team and account managers.

TRADITIONAL MEDIA:

- Provide design and layout of packaging and print media which aligns with and reinforces brand equity while effectively impacting the target audience.
- Supervise the design team in developing, shooting and executing creative brand campaigns.

NEW BUSINESS:

- Participate in new client/business pitches involving new brand introduction, re-branding and interactive initiatives.

FREELANCE DESIGNER: New York, NY | 1.2001 – present

- Conceptualize identities for various types of clients, including Jask Clothing Company, Fashion Overseas Bureau, and Catherine Malandrino.
- Develop, design and produce various types of collateral and interactive campaigns.
- Consult with contracting firms and individuals on creative direction for client.

ASSISTANT DESIGNER: MediaPost, New York, NY | 11.2005 – 8.2006

- Responsible for the layout of the company's associated trade magazines, *OMMA* and *MEDIA*.
- Assisted in the design and production of all printed collateral corresponding to events such as award shows, seminars, and conferences, which include signage, program guides, etc.
- Developed web banner ads for upcoming award shows, seminars, and conferences.

GRAPHIC DESIGNER: Saratoga Associates, New York, NY | 9.2005 – 12.2005

- Developed portfolio sheets for landscape architectural project bids.
- Designed company materials such as holiday cards and print ads.
- Photographed and edited images for the company image database.

APPLICATIONS ENGINEER: Edmund Optics, Barrington, NJ | 6.2001 – 8.2004

- Provided technical support on applications regarding the use of stock optical products.
- Researched and added new components to catalog, which involved writing copy, layout, and evaluating product.
- Analyzed prints and provided technical input for quoting of custom military and industrial requests.

SKILLS

Operating Systems: Mac OS, MS Windows

Software and Programs: Adobe Photoshop, Illustrator, InDesign, Acrobat Professional, Dreamweaver, Flash, Quark, MS Word, Excel, PowerPoint

Partial Knowledge of Languages: HTML, Javascript, Actionscript, XML, PHP

EDUCATION

THE STATE UNIVERSITY OF NY - FASHION INSTITUTE OF TECHNOLOGY

Major: Associate in Applied Science, Communication Design May 2005

RUTGERS, THE STATE UNIVERSITY OF NJ – RUTGERS COLLEGE

Major: Bachelor of Science, Physics May 2001

EXTRA-CURRICULAR

Nike Recess Federation; Director of C. Hill 3-on-3 Basketball Summer Tournament; Urban Professionals Basketball League; Jask Clothing Company