

JASON KRESS
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RELEVANT EXPERIENCE	OGILVY, CREATIVE DIRECTOR 2019 - <ul style="list-style-type: none">• Leading multiple federal and commercial accounts. Clients include FEMA, National Science Foundation, USAID, and CDC.• Responsible for over \$250M in NB awards in 2020-2021
	DELOITTE DIGITAL, SENIOR ART DIRECTOR 2016 - 2019 <ul style="list-style-type: none">• Managed and mentored a 15+ person team of visual and UI/UX designers while delivering digital solutions to federal and commercial clients. Projects included: mobile and web applications/products, digital and print advertisements, messaging and brand development, user research, high fidelity UX design• Directed brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral, and tradeshow marketing• Led market launches of several new large-scale web/mobile products. Identified opportunities, researched new product possibilities, and collaborated with engineering team for first-class solutions• Led new commercial business development effort which included client-facing pitches, product creation and final contract negotiations• Designed and instituted a world-class wayfinding and environmental graphic system which was implemented in over 20 international airports
	CAPITAL ONE FINANCIAL, CREATIVE DIRECTOR 2014 - 2016 <ul style="list-style-type: none">• Expanded Facebook followers from 8MM to 22MM, launched Instagram account and earned 25,000 organic followers in my tenure, was one of the first five advertisers on Instagram, and improved positive sentiment by ~80% across all accounts in two years. Consistently delivered goal-surpassing results and ensured complete product-owner satisfaction• Managed and built creative for seven unique brand voices under the COF umbrella. Post schedule ranged from 10-30 posts per week across all channels. Managed a deadline-driven schedule which included an always-on, social listening and response team• Developed well-conceived innovative creative work that implemented the overall strategy while overseeing an annual spend of ~5MM annually• Large campaigns consisted of the official sponsorship of the NCAA Final Four tournament, the iHeart Radio concert tour, title sponsorships of major college athletic teams, the Washington Capitals and Wizards teams, The ESPYS awards show and various other seasonal events• Other job responsibilities included analytical measurement and tracking, creating and setting up relationships with various stock houses and vendors, relevant content creation through real-time social listening and engagement with customers on all social platforms
EXPERIENCE PRIOR TO 2014	USA Today, Creative Director (2012 - 2014) Volkswagen, Web Designer (2010-2012) Ogilvy & Mather, Graphic Designer (2005-2010) The Discovery Channel, Senior Graphic Designer (2003-2005) Arnold Worldwide, Senior Graphic Designer (2000-2003)
EDUCATION	Savannah College of Art and Design, Savannah, Georgia Bachelor of Fine Arts, Major in Graphic Design, Minor in Photography
SKILL SET	Cross Channel Art Direction, Media Planning, Typography & Layout Principles, Color Theory, Print Production, Responsive Web Design & Development, User Experience, Human Centered Design, UI / UX, Marketing & Brand Strategy, Motion Video Production & Editing, HTML, CSS, Brand Guidelines Adobe Creative Suite, Photoshop, Illustrator, InDesign, Sketch, InVision, Principle