

JASON R. GIFFORD

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CAREER SUMMARY

Innovative **Art Director** with 20+ years of experience in creative direction, graphic design and B2B marketing. Driven production manager who supervises the daily workflow of a 50,000 square foot facility and a design and production team for a high-volume book of Fortune 500 clients, producing thousands of products within deadlines.

CORE COMPETENCIES

- ✦ Demonstrate proficiency in equipment operation, production techniques, and engineering requirements, while having 21 years of design experience in different facets of printing and web development.
- ✦ Direct simultaneous projects ranging from \$500 to \$2M; define cost, time, and deadline to determine priority, timeline, and strategy.
- ✦ Correspond with cross-functional teams to convey directions with precision, encourage creativity, and utilize strengths to deliver artwork concepts and products that align with client vision and parameters.
- ✦ Establish and build rapport with key stakeholders, vendors, buyers, and clients; leverage connections to identify business or revenue opportunities.
- ✦ Exhibit a strong sense of accountability and adaptation; break down complex issues or situations and formulate resolutions to achieve desired results.

EXPERIENCE

GO PRO LTD. – Atlanta, GA

2005 – Present

Creative Director & Operations Manager

Manage the daily operations of an industry-leading apparel decoration business; set up artwork for digital, screen print, and embroidery to ensure quality, proper evaluation, and production.

- Hired as a digitizer and graphic artist with focus on designing artwork for embroidery machines; designed logos, brochures for marketing collateral that sold to Disney World.
- Developed systems, tools, techniques, and structures for efficient and accurate workflow.
- Received promotion that included a hybrid-remote schedule for creating automated and efficient processes that allowed remote work through a content management system.
- Streamline art department procedures and processes to simplify workflow and increase productivity and quality with internal and outsourced employees.
- Gained the technical knowledge to troubleshoot and fix minor repairs for 20+ large screen print and embroidery machines in a 50K sq. foot warehouse; serve as the liaison with vendors for large maintenance projects and repairs.
- Maintain a working relationship with IT Support Services by acting as the IT Support person for virtual servers and databases, software installation, and hardware installation.
- Facilitate the operations of the art department as the lead graphic designer for physical production for hundreds of clients and projects; estimate projects, outsource designs when appropriate, and create designs based on customer needs and budgets.

- Cultivate relationships with stakeholders within advertising agencies to promote and maintain brand standards, while feeding the pipeline and generating revenue.
- Investigate industry techniques, equipment, and software to keep the company on the leading edge of the market.

SCRIPTPRO – Mission, KS

2003 – 2005

Graphics Supervisor & Image Production Manager

Chosen to manage the Graphics Department to build and expand complete pharmaceutical databases.

- Audited pharmacies to learn operations and processes and worked closely with engineering and development to innovate interfaces and launch new products.
- Managed a team of 10 graphic artists and photographers, driving creative project executions for pharmaceutical-related technologies.
- Collaborated with teams to monitor productivity and provide constructive feedback for higher performance that aligned with overall vision and strategy.
- Managed all in-house photography and maintained the integrity of the company image database through strict quality control standards.
- Promoted twice within 2 years for excellence in efficiency and effectiveness of production efforts and for providing leadership within the department.
- Hired and trained all department staff; increased productivity by implementing new, unique procedures and a positive corporate culture.

GO PRO LTD. – Atlanta, GA

2000 – 2003

Digitizer & Graphic Designer

Designed and delivered digitized logos for embroidery production and conceptualized and produced digital artwork for in-house use and external customers.

- Corresponded with clients to ensure suitable brand standards and correct translation of visual mediums for all forms of decoration.
- Developed and established an in-house photo studio that expanded marketing capabilities.
- Adhered to all legal requirements, productions schedules, and deadlines; consulted with teams and clients to identify graphic needs, constraints, and timelines.
- Created catalogs and web content; reviewed proofs and acted as a liaison with production.

COMPUTER/ TECHNICAL ABILITIES

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|------------------------|-----------------------------------|------------------|
| ▫ Adobe Creative Suite | ▫ Web & Email Hosting & Domains | ▫ Onyx Software |
| ▫ Pulse System | ▫ Web Development & Design | ▫ Kornit Digital |
| ▫ CRE Loaded | ▫ eCommerce Sites (PayPal & eBay) | ▫ HTML & PHP |
| ▫ Wasatch | ▫ CMYK Print Processes | ▫ Photography |
| ▫ Magento | ▫ MHM Automatic presses | ▫ WordPress |
| ▫ Joomla | ▫ DTS Printers | ▫ SEP |
| ▫ Wilcom | ▫ Branding | ▫ FTP |
| ▫ Quick P | | |
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EDUCATION

TROY UNIVERSITY – Troy, AL

Bachelor of Science, Fine Arts and Communications

Concentration in Graphic Design & Photography
