



○ Jason Sowders
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Bio

As a Graphic Designer and Art Director, I have overseen design teams, directed photo shoots, managed creative services and helped define the visual marketing efforts for clients and partners, both small and large, while still trying to bring a fresh perspective.

Employment

Sunmed, Graphic Artist, Oct. '23 - Present

Responsibilities Include:

- Designing Brochures, Mailers, Web Materials and Labels
- Designing Iconography and Logos

Summit K12, Graphic Artist, May '23 - Oct. '23 (*Contract*)

Responsibilities Include:

- Designing Learning Materials
- Designing Iconography and Logos

Elevance Health, Graphic Artist, Nov. '22 - Mar. '23 (*Contract*)

Responsibilities Include:

- Art Direction
- Designing Iconography and Infographics

Cushman and Wakefield, Graphic Artist, Apr. '22 - Nov. '22 (*Contract*)

Responsibilities Include:

- Designing PowerPoint Presentations
- Designing Tour Books and Market Surveys

Full-time Freelance, Graphic Artist, June '20 - Apr. '22

Responsibilities Include:

- Logo Creation and Branding
- Editorial Design

HCP Associates, Graphic Artist, Apr. '18 - June '20'

Responsibilities Include:

- Logo Creation and Branding
- Social Media Posts and Email Blasts
- Designing Newsletters, Presentation and Deck Plans

International Society for Pharmaceutical Engineering, Graphic Artist, July '16 - Oct. '17

Responsibilities Include:

- Art Direction
- Logo Creation and Branding
- Designing Conference Materials

DelVal Media, Graphic Artist, June '13 - June '16

Responsibilities Include:

- Editorial Design and Production

Integrated Marketing Solutions, Graphic Artist, Sept. '05 - June '13

Responsibilities Include:

- Art Direction
- Logo Creation and Branding
- Trade Show Designs

Awards

The American Marketing Association (AMA) of Tampa Bay

2019 Marketer of the Year Award for Mass Media

Education

Hussian School of Art

Illustration, Photography & Graphic Design

Software

- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Asana/Monday/Zoho
- Constant Contact/Mailchimp
- PowerPoint
- Wordpress

Skills

- Art Direction
- Branding & Logos
- Brochures & Catalogs
- Conference/Trade Shows
- CPG/Labels
- Direct Mail
- E-Mail Marketing
- Event & On-site Guides
- Iconography
- Infographics
- Magazine Layout
- OOH
- Presentations/Deck Plans
- Print & Digital Ads
- Web Material

Fields of Experience

- Automotive
- Beauty
- Educational
- Financial
- Hardware/Manufacturing
- Governmental
- Hospitality
- Insurance
- Lifestyle
- Medical
- Pharmaceutical
- Professional Sports
- Retail
- Real Estate
- SAAS