



Contact

- Jason Sowders
- ☎ 1.609.417.7582
- ✉ jason@jasonsowders.com
- 💻 www.jasonsowders.com

Summary

As a Graphic Designer and Art Director, I have overseen design teams, directed photo shoots, managed creative services, and helped define visual marketing efforts for clients and partners of all sizes, all while bringing a fresh perspective.

Professional Experience

Sunmed, Graphic Artist, 10/2023 - Present

My responsibilities include designing presentations, logos, labels, brochures, mailers, and integrated campaigns across sliders, print, social, and digital ads, while collaborating with cross-functional teams.

Summit K12, Graphic Artist, 05/2023 - 10/2023 (Contract)

My responsibilities include art direction and the design of learning materials, including iconography and logos, and working with subject matter experts.

Elevance Health, Graphic Artist, 11/2022 - 03/2023 (Contract)

My responsibilities include art direction, designing iconography and infographics while working with subject matter experts.

Cushman and Wakefield, Graphic Artist, 04/2022 - 11/2022 (Contract)

My responsibilities include designing PowerPoint presentations, deck plans, tour books, and market surveys, while collaborating with executive-level personnel.

Freelance, Graphic Artist, 06/2020 - 04/2022

Responsibilities include logo creation, branding, editorial design, animation and project management.

HCP Associates, Graphic Artist, 04/2018 - 06/2020

My responsibilities include designing logos and branding, newsletters, white papers, presentations and deck plans, social media and digital ads, and designing and scheduling email blasts, while working directly with clients.

International Society for Pharmaceutical Engineering, Graphic Artist, 07/2016 - 10/2017

My responsibilities include art direction, logo creation, branding, and designing conference materials, while collaborating with association members at various levels.

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

My responsibilities include editorial design, ad design, and production.

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

My responsibilities include art direction; logo creation and branding; print, digital, and social media ads; and trade show design, including backdrops, marketing materials, and swag while working directly with clients.

Awards

The American Marketing Association (AMA) of Tampa Bay

2018 Marketer of the Year Award for Mass Media

Education

Hussian School of Art

Illustration, Photography & Graphic Design

Rasmussen University

General Studies

Software

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

Skills

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

Fields of Experience

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