



Jared Corcoran

Visual Communication

jaredc@peak.org

541-602-1922

jaredcorcorandesign.com



DESIGN

ART DIRECTION

PRODUCTION

PRINT

BRAND

ICON

PHOTO

WEB

DIGITAL

VIDEO

EVENT

I AM A PASSIONATE, RESULTS-DRIVEN DESIGNER with over 20 years of experience crafting visually impactful designs that drive brand growth. From print to web to interactive media and video, I bring a versatile, multi-disciplinary approach to every project. Whether working as a contract designer or as part of an in-house team, my goal is to deliver compelling, on-brand visual solutions that captivate audiences and elevate marketing campaigns.

Throughout my career, I've had the opportunity to work on a diverse range of projects, including print, video and web projects. My experience spans all phases of the design process, from initial concept and creative direction, to final execution and delivery.

With a formal training in design (BFA in Graphic Design / AAS in Digital Imaging & Prepress Technology), I have a solid understanding of core design principles, including composition, typography, and color theory. My background equips me with both the technical expertise and creative vision to execute innovative, high-quality design solutions across various media. I am highly proficient in the Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, Premiere, After Effects) as well as Microsoft Office products. My technical expertise is complemented by my ability to collaborate effectively with clients, colleagues, and cross-functional teams to produce designs that meet both creative and business objectives.

I am excited about the opportunity to apply my design expertise to help your company create stunning campaigns that engage and grow your target audience. My work can be viewed online, and am happy to provide additional samples upon request.

Thank you for your consideration, and I look forward to the opportunity to discuss how my skills can contribute to your team's success.

Sincerely,

Jared Corcoran



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EDUCATION

Oregon State University

BFA: Graphic Design

2004

Linn Benton Community College

AAS: Digital Imaging + Prepress

Technology

2000

ACCOLADES

CASE Silver | Skybox banner display

CASE Gold and Silver Circle of Excellence awards

CASE Gold | Campaign for OSU Kickoff collateral

CASE Silver | Gift Annuity ad

UCDA Award of Excellence

A Conversation with Ed Ray booklet

CASE Bronze | "Do You Remember" Fall, winter and spring Web episodes

CASE Bronze | OSUF Annual Report

OSU Portfolio Excellence Award

Inclusion in the Kurt Weill Foundation Three Penny Opera theatre poster

2004 Graduation with Distinction

2002, 2003, 2004 Helen E. Plinkiewish Scholarship full tuition

AGENCY

DeVito Group | NYC

Senior Art Director (Piper Aircraft, Veolia Water, White Rock Beverages)

DESIGN, ART DIRECTION, PRINT, PACKAGING, PRODUCTION

EDUCATION

Hawai'i Pacific University

Freelance. PRINT, BRAND, EVENT

Oregon State University | *Marketing, Alumni Association*

Freelance. PRINT, WEB

Literacy Volunteers of New Jersey

Freelance. PRINT, WEB, BRAND

MEDIA

Magazine | *Eugene Magazine, Stoner Magazine, Grow Magazine*

In-House Senior Designer. DESIGN, ART DIRECTION, PRODUCTION

The VINCI Group | *Political Direct Mail Design*

Freelance. DESIGN, ART DIRECTION, PRODUCTION

NONPROFIT

GreenBelt Land Trust

Freelance. PRINT, DESIGN, PRODUCTION, EVENT

Oregon State University Foundation

In-House Designer. PRINT, WEB, BRAND, EVENT, ART DIRECTION, PHOTO, VIDEO

Benton County Fair Foundation

Freelance. PRINT, WEB

RECREATION

Rhue Resorts

Creative Director. ART DIRECTION, PRODUCTION, PHOTO, VIDEO, WEB

Pura Vida Surfshop / Roberts NW Surfboards

Freelance. BRAND, WEB

Rosignol Skis

In-House Designer. PRINT, PRODUCTION

RETAIL

Up Stream Cannabis

Freelance. PRINT, WEB, BRAND, ART DIRECTION, PACKAGING, B2B

TECH

Newforma, Inc

Senior Designer. PRINT, WEB, BRAND, ART DIRECTION, VIDEO

Elevia Software

Senior Designer. PRINT, WEB, BRAND, ART DIRECTION

Doc.It Accounting Software

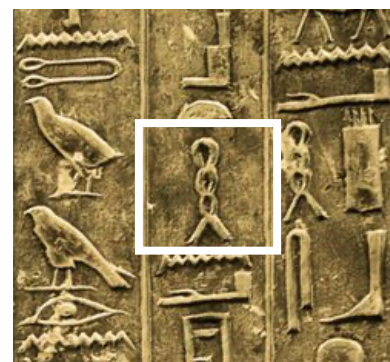
Senior Designer. PRINT, WEB

Earth Smart Store

Freelance. PRINT, WEB, BRAND



The HempCraft brand was designed to showcase the roots of the fabric and the longevity of the product. The ancient Egyptians used hemp for fabric and rope among other uses. The symbol was taken from the Egyptian hieroglyphic alphabet for the letter H as seen on the right. The rough texture is used to show the resilience, longevity and nod to ancient times. The color is representative of the plant.



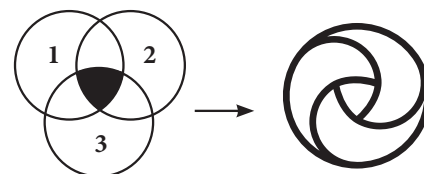
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Simplified logo case studies into how each logo was created.

Please contact me to inquire about additional information on my logo/brand creative or process.



The NATI identity reflects the values of the organization's dedication to excellence in education and its standing as THE institute for accounting and tax organizations. Inspired by the idea of unity among 1. tax and accounting firms, 2. partner providers and 3. universities and talent, the visual identity demonstrates NATI's ideology of unified education and implementation as portrayed by the central shield shape.



The FastLane mark emotes a motorcycle engine, handlebars, wings, goggles, speed, a path headed down the road, adventure, and excitement. The client was looking for something that would fit right into motorcycle culture.



ADDITIONAL BRANDS/MARKS





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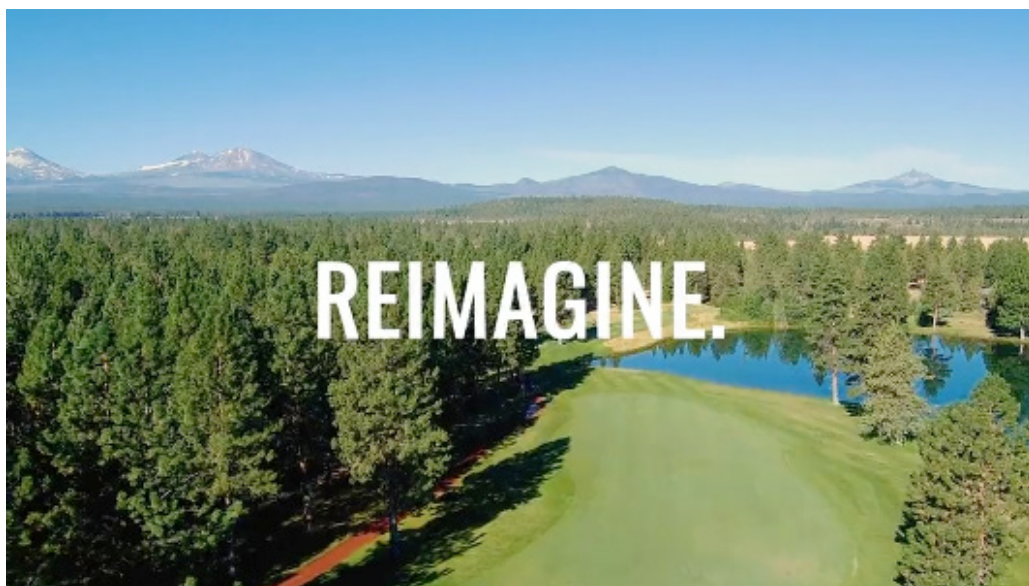
jaredc@peak.org

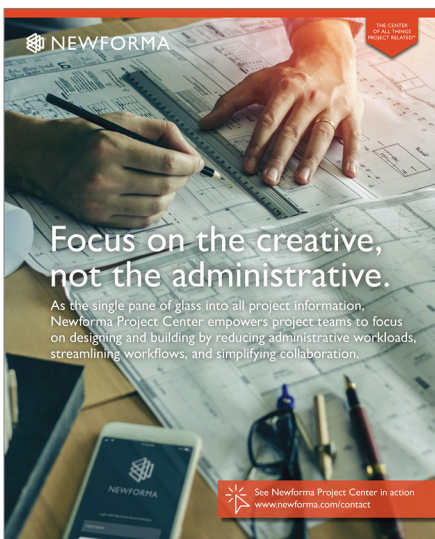
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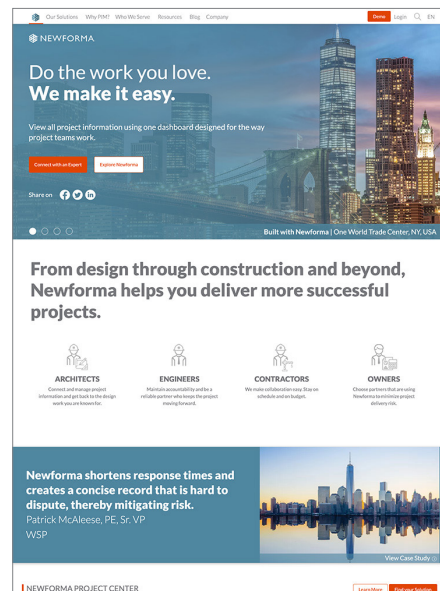
This video was created for Rhue Resorts to showcase its newest acquisition, Aspen Lakes. The video intent was to introduce the resort and all the activities that are available to guests in the nearby area. I utilized a driving soundtrack, quick cuts, and action videos to speak to target audience.

[WATCH THE VIDEO HERE.](#)



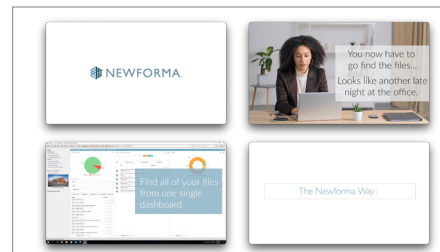


Advertisements (print above, web below)



Main website

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Video (Stills. Built with Premiere and After Effects)

Newforma, Inc.
Manchester, NH
As an in-house designer, every 4 year contract with Newforma. Developed branding, marketing, advertisements, all print material, icon creation, web platform, animated gifs, and video.

bim	
blackboard	
blog post	
book	
building	
building2	
bulb	
calendar	

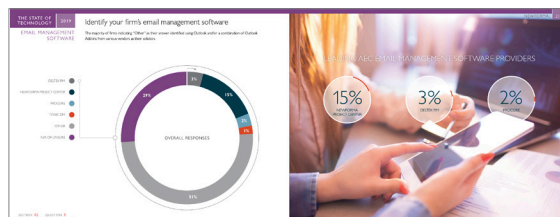
Icon library - partial



E-newsletter



Enterprise booklet



Executive Report



WHOLE FLOWER 1 GRAM SINGLES

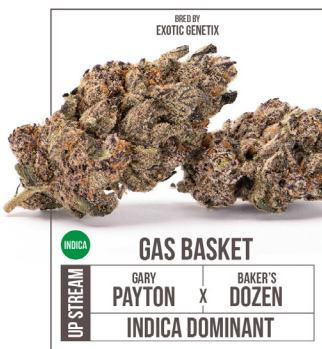
THC % 30.7	DI SHORT BLUEBERRY x HAZE	SUPER SILVER HAZE	THC % 28.27	GARLIC COOKIES x PUNCH	BANANA PUNCH	THC % 21.8	GAS BASKET	GARY PAYTON x DOZEN	BAKERS DOZEN
BLUE DREAM	SATIVA DOMINANT		GREASE BUCKET	INDICA DOMINANT		GAS BASKET	INDICA DOMINANT		



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Up Stream Cannabis
Developed branding, marketing,
advertisements, email campagin, and
web platform.

Pre-Roll packaging graphic for email.



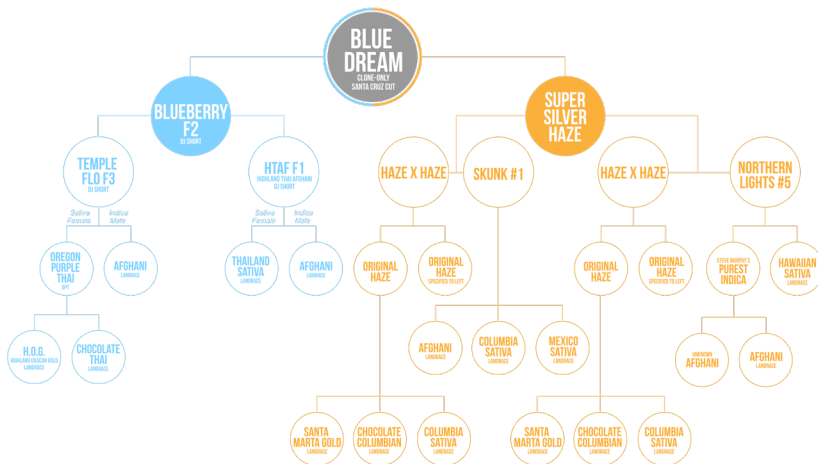
Web tile



Printed Menu



Pre-Roll packaging. Display boxes, label, graphic for email.



Strain Lineage



MAGAZINE



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Eugene Magazine
Eugene, OR

I was involved with planning, design, and layout of the 200+ page magazine, art direction, photo editing, ad design, prepress prep.

Stoner Magazine
Salem, OR

I was involved with planning, design, and layout of the 50+ page magazine, art direction, photo editing, ad design, prepress prep.

Grow Cannabis Magazine
Eugene, OR

I was involved with creation, planning, design, and layout of the 100+ page magazine, art direction, photo editing, ad design, prepress prep.





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OSU Foundation

Corvallis, OR

As an in-house designer for Oregon State University Foundation, I was involved with all aspects of marketing and events. Here are a few samples of award-winning invites, awards, banners, and screens.

