Jason Hershman

GRAPHICS • WEB • PRINT • DESIGN

Profile

Graphic Design – significant design and conceptual experience in branding, site design & development, e-commerce, logo design, and print.

Effective Team Player – worked closely with Creative directors, Project managers, Copywriters, and clients as both team leader and designer.

Career Development

PaloAlto Software - EUGENE, OR 2011 - 2013
Lead Designer

Acting as the lead designer, my roll entailed setting branding and marketing guidelines across all of the brands through: product packaging, website design, marketing pieces, print and magazine ads.

• Clients: PaloAlto Software: LivePlan, Bplans, and PaloAlto.com

eMusic - NEW YORK, NY 2009 - 2010
Senior Designer

My roll as lead web designer focused on many site updates and the redesign of key parts of the shopping experience. Design also included many marketing pieces from banners to print ads, and signage for events.

• Clients: eMusic and Partners

Fearless Concepts - NEW YORK, NY 2006 - 2009
Art Director

Promoted from Senior Designer, managed staff and vendor relationships with designers, animators and CSS programmers. Work including: Design/print and marketing for artists, branding, production, flash banners, and emails. Basic CSS / Html for projects.

• Clients: Island Records, Def Jam, Univeral Music Group, Red Bull, and many others.

AQUILENT, NEW YORK, NY 2001 - 2005
Senior Designer

Design and animation for websites and online marketing, utilizing knowledge of animation, design, website layout, optimization methods and various programs. Client and team project communications.

• Clients: United States Postal Service.

i33, NEW YORK, NY 1999 - 2001
Designer

Graphic design, page layout, and animations. Interaction with client presentations.

• Clients: Patagon, Ethan Allen, Jewelry Only, Sprint, Earth Link, My Points.

BROWN DOG PRODUCTIONS, NEW YORK, NY 1997 - 1999
Darkroom Technician and Studio Manager

Assistant to portrait photographer Tess Steinkolk. Work consisted of printing and proofing black & white photographs, equipment and studio maintenance, scanning and retouching of prints, assisting in studio and on location shoots, and client communication.

Education

BA, Self-designed Major: Environmental Communications, Antioch College, 1997

Software Skills

Photoshop
Illustrator
Flash
Dream Weaver
Indesign
HTML Basic / CSS Basic
MAC

Honors and Awards:

eGov Award (www.usps.com)

Nielsen Net Ratings #1 Govt Site (www.usps.com)

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