JASON RASCO

DESIGNER / ART DIRECTOR / CREATIVE DIRECTOR

Dear Hiring Manager

With 20+ Years experience on creavtive teams and over 15 as a creative team lead I feel I may be a good match for your open position. I am a hands on, in the trenches CD that loves to design and create along with my staff, while still mentoring and handling project direction.

Here are some of my accomplishments and qualifications.

ACCOMPLISHMENTS

- Manage creative staff
- Concept and design for local and national campaigns with results driven data
- Maintain a successful workflow
- Manage software administration and purchase renewals
- Collaborate with Marketing, Social Media, Web and Copy Writers

SUCCESS TRAITS

- Visionary thinker
- Collaborative leader
- Detail-oriented
- Adaptable and innovative
- Strong storyteller and communicator
- Passionate about design, branding, and creativity
- Mastery level Adobe Creative Suite (See Below)

SKILLS

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- AFTER EFFECT
- PREMIERE
- AUDITION
- GENERATIVE AI
- PROJECT MANAGMENT
- TEAM LEADERSHIP

Kind Regards,
Jason Rasco

PHONE
816-721-0188

EMAIL
jason@razjrd.com

WEBSITE
www.razjrd.com



EDUCATION

1993-1994
KANSAS CITY ART INSTITUTE
BFA DESIGN
BFA ILLUSTRATION

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ART DIRECTOR
CREATIVE DIRECTOR

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EXPERIENCE

2007-PRESENT **CREATIVE DIRECTOR**
CAPITOL FEDRAL

- Leads the overall creative vision for campaigns, branding, and marketing initiatives
- Manage and mentor creative teams including designers, copywriters, videographers, and content creators
- Develop creative concepts that align with business goals and brand strategy
- Oversee the creation of advertising, digital, print, video, and social media content
- Ensure brand consistency across all marketing channels and materials
- Collaborate with marketing, leadership, and clients to develop campaign strategies
- Review, approve, and provide feedback on creative work before final production
- Manage project timelines present ideas, concepts, and campaign strategies to stakeholders or clients

1999-2005 **HARRAHS ENTERTAINMENT**
ART DIRECTOR / MEDIA SPECIALIST

- Develop and execute visual concepts for advertising, marketing, branding, and digital campaigns
- Lead the visual direction of projects across print, digital, video, and social media platforms
- Manage multiple projects while meeting deadlines and budget requirements
- Support photo shoots, video productions, and content creation efforts
- Balance creativity with strategic marketing objectives and audience

1997-1999 **UNITY GRAPHICS**
ART DIRECTOR / DESIGNER

- Publication Design
- Cover Design and Illustration
- Design and video for advertising

EDUCATION

1993-1994
KANSAS CITY ART INSTITUTE
BFA DESIGN
BFA ILLUSTRATION

ACHIEVEMENTS

32 American Advertising Awards including one national champion.

2016
CREATIVE WORKFLOW

Implemented a marketing and creative workflow system to manage all projects and approvals