

JASON GAGHAN

INTERACTIVE ART DIRECTOR

sliptrip11@gmail.com \ jasongaghan.carbonmade.com

SUMMARY

Experienced art director looking for full-time opportunities. Evokes a modern, contemporary approach to design through the balance of creativity and communication.

- **Broad design experience ranging from full site design to app/mobile applications**
- **Proficient in UX/UI practices with a concentration in e-commerce**
- **Passion and flair for typography and color**
- **Consistent high quality work ethic and attention to detail**
- **Can have intelligent conversations with developers**
- **Efficient and reliable under tight deadlines and budgets**
- **Expertly proficient in the Adobe Creative Cloud**

EXPERIENCE

Holt's Cigar Company

Interactive Art Director: October 2014 - present

Duties include maintaining and improving the brand for any and all digital content representing the company. This includes full product-specific sites, email campaigns, e-commerce sites and their mobile counterparts.

QVC, Inc.

Web Designer: February 2013 - October 2014

Responsible for the creation of web graphics for the internal team that handled all non-product categories. Executed all designs through creative use of pre-approved decks. Work ranged from simple buttons to full landing pages and mini-sites within QVC.com.

Toll Brothers, Inc.

Senior Graphic Designer, Level II: January 2005 - February 2013

Responsible for design and art direction for print and web marketing of Toll Brothers' urban communities, with emphasis in NYC and surrounding boroughs. Pieces ranged from postcards, ads, full-color custom brochures, outdoor/indoor signage, and logos, to html emails and multi-page websites.

EDUCATION

Edinboro University of Pennsylvania: Edinboro, PA

BFA in Applied Media Arts - Animation: December 2000

Bucks County Community College: Newtown, PA

HTML, XHTML & CSS course
Summer 2010

AWARDS \ INTERESTS

2008 - "In-House Design in Practice", Cathy Fishel.
Work mentioned in Chapter "Creative Strategies: Resource Management".

2009 - GDUSA In-House Design Award
"Northside Beers" Beer Label for Northside Piers Community in Williamsburg, Brooklyn.

2012 - Neographic Award / PICA Award / GDUSA In-House Design Award
Toll Brothers Touraine Brochure

Avid Mountain Biker, Guitar Player and Outdoorsman.