

Jason Vucic

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Multi-disciplined designer with 14 years experience and 7 years experience as an art director managing and leading print and digital design projects. Utilize strategy and data research to drive the decision processes, work with multi-leveled team members and stakeholders through active listening and collaboration. Incorporate feedback from team members, possess high work standards, a reliable team member that works well with partners and decision makers, flexible and can adapt to changing circumstances, while still meeting deadline.

AREAS OF EXPERTISE

Art Direction / Branding / Visual Design / Packaging Design / Photography / Digital Design / Strategy

TECHNICAL SKILLS

Illustrator / Photoshop / InDesign / Lightroom / XD / Photography / Strobe Lighting / Dreamweaver
WordPress / html / CSS / Microsoft

WORK EXPERIENCE

Art Director, Lead / Hopkins Manufacturing / Arlington Heights, IL / 08/2018 – Present

- Managed the rebranding of 6 national brands through research and strategy while collaborating with stake holders
- Mentored 2 mid and junior level designers that resulted in the direct impact of retail placement and growth
- Guide the creative direction and vision for 8 brands with national and international recognition
- Supervised the launch of 400+ package redesigns from ideation to production and delivery

Freelance Creative Consultant + Graphic Designer / Rhino Creative Studio / Algonquin, IL / 05/2007 – 04/2020

- Spearheaded projects from conception to completion through visual design, packaging, photography, and web site design
- Branded / rebranded over 25 companies, including start-ups through national brands
- Executed clients needs of photography, print ads, digital ads and package design, which resulted in increased ROI

Senior Packaging Designer / Medline / Northfield, IL / 02/2018 – 08/2018

- Redesigned the package brand for large national brands and delivered to market on time
- Elevated the brand awareness of 5 brands through enhancement of Amazon A+ page design, layout, and content
- Collaborated with the creative director to optimize 5 product lines communication and market share growth (Curad Bandages, FitRit, Equate, Remedy Lotion and Venom Steel Gloves)

Senior Art Designer / Designory / Chicago, IL / 04/2017 – 08/2017

- Presented concepts and ideation to the associate creative director and global creative director
- Executed and delivered tier 1 and tier 2 creative briefs on time
- Guided junior designers, senior designers and copy writers through campaign launches, print and digital

Senior Designer / Bem Wireless / Woodstock, IL / 02/2015 – 11/2016

- Branded / rebranded 3 product lines that were placed into national chains
- Developed creative marketing content, achieving a consistent message across all company platforms: packaging, website, ecommerce and sales collateral
- Coached 2 junior designers on strategy and holistic design approaches to impact sell-through
- Accomplished the implementation of a new website design and launch on time

Art Director / Digital Innovations / Arlington Heights, IL / 05/2009 – 12/2014

- Started as a designer and promoted twice for streamlining processes and rethinking the norms
- Rebranded the entire company from brand identity, packaging, website, photography and positioning
- Rebranded acquired company to align with company standards and tone
- Personally produced 125+ package designs for regional, national, and international retailers

EDUCATION

Bachelor of Fine Arts (BFA), Illustration/Design, American Academy of Art Chicago, Chicago, IL

Con't Edu HTML/CSS, Truman Community College, Chicago, IL