CURRICULUM VITAE

JASON SHOFFMAN | ART DIRECTION + DESIGN

Address
Available on request

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Referees
Available on request

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jasonshoffman@hotmail.co.uk

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EMPLOYMENT

Feb 2015 - present
FREELANCE
Art Direction + Design
Providing art direction and design craft for various agencies. Contracted to conceptualise and provide solutions for various campaigns.

Apr 2014 - Jan 2015
FCB Inferno
Senior Designer/Art Director
Providing art direction and design solutions for blue chip clients across all things digital, above the line, and everything in between.

Jan - Apr 2014
The Bio Agency
Art Director
Communicating complex ideas and transforming data into visual engagement. Creating captivating user experiences that tell a story within digital cross-platform solutions. Pitching to win new business.

Aug 2012 - Dec 2013
Grey Possible
Senior Designer
Providing digital design solutions for major clientele, in the field of advertising. Involved in all project areas from brainstorming, pitches, concepting, scamps, wireframes to final artwork.

Apr 2011 - Jun 2012
Sportingbet
Senior Designer
Driving global design, direction and brand strategy across digital, new media and traditional channels. Policing brand and project managing sponsorship.

EDUCATION

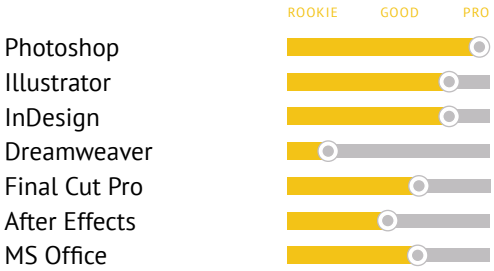
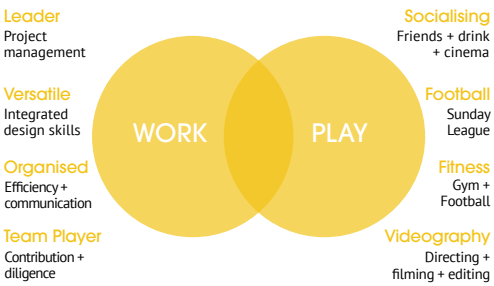
2003-2006
Graphic Design - B.A. (Hons.)
University of Leeds, Leeds
2:1

2001-2003
A Levels / GCSE's
Queen Elizabeth's Boys School, Barnet
3 A Levels / 9 GCSE's

KEY SKILLS

- Extensive knowledge of the media, advertising and design process.
- Excellent teamwork and proven leadership and communication skills.
- Integrated designer, proficient on/offline.
- Comprehensive understanding of inner workings of the advertising industry.
- Comfortable public speaker and presenter in client-facing pitch scenarios.
- Experience in managing creatives to convert projects from scamps to final solution.
- Extremely computer literate with the ability to touch-type around 70 wpm.

SOFTWARE SKILLS



WORK/PLAY BALANCE