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# JASON SHOFFMAN

## ART DIRECTION + DESIGN

CURRICULUM VITAE

### EMPLOYMENT

FEB 2015  
- PRESENT

**FREELANCE**  
**ART DIRECTION + DESIGN**

Providing art direction and design craft for various agencies. Contracted to research, concept and provide ideas and solutions for a multitude of 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 2014  
- 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, concepts, 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

**UNIVERSITY OF LEEDS, LEEDS**  
**GRAPHIC DESIGN - B.A. (HONS.)**  
2:1

2001  
- 2003

**QE BOYS SCHOOL, BARNET**  
**A LEVELS / GCSE'S**  
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 Art Director/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 KNOWLEDGE

Photoshop	WordPress
Illustrator	Keynote
InDesign	MS Office Suite
After Effects	Google Drive Suite
Premiere Pro	Spotify
InVision	YouTube

### RECOGNITION

2017 Certified Toptal member

2015 Circle Awards Outdoor Best Poster Campaign – Campaign Silver

2013 Chip Shop Award – Best Viral

2006 Work exhibited at D&AD New Blood Exhibition

2005 D&AD Awards shortlist

### LINKEDIN

[LINKEDIN.COM/IN/SHOFFYJ/](https://www.linkedin.com/in/shoffyj/)

### ADDRESS

AVAILABLE ON REQUEST

### REFEREES

AVAILABLE ON REQUEST