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JASON SHOFFMAN

CREATIVE & DESIGN DIRECTION

CURRICULUM VITAE

EMPLOYMENT

JAN 2023
- PRESENT

WE ARE SOCIAL DESIGN DIRECTOR

Pivotal role within the agency to shape the creative output, while cultivating key client partnerships.

Helping to run the design department, leading and managing a team of 25 designers across sports clients and Amazon Music.

Set up, onboarded and continual central oversight of Amazon Music social channels, across 5 markets.

Part of departmental leads to run and win multiple pitches in 2023 and 2024. Most notably Amazon Music and Lucozade.

Involved in 5 agency award-winning projects for adidas.

Proactively worked on a McCain activation, which was a shortlisted finalist for the Look Ahead Contagious awards.

FEB 2015
- PRESENT

FREELANCE CREATIVE + DESIGN DIRECTION

Providing creative/design/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.

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

IMPACT & EFFECTIVENESS

Helped lead a 25-person design department, nurturing and mentoring talent, while successfully overseeing marquee campaigns. Leading to 5 award-winning campaigns for adidas.

Implemented and onboarded 5 markets to a central design process for Amazon Music social channels. Led the brand guardianship and oversight for creative consistency, which saw brand recognition rise to 29%.

Orchestrated the social visual playbooks for a number of key clients such as Sky, IOC, Amazon Music, +44 and DAZN, ensuring brand consistency and increased social interaction.

Proactively worked on creative and design awards entries. Elevating the company's design profile and cultivating client partnerships to ascertain budget to bring ideas to life.

Managed the end-to-end design process of new clients, from pitch to implementation. Winning the business over £8m in revenue for 2023/24.

SOFTWARE KNOWLEDGE

Photoshop	WordPress
Illustrator	Keynote
InDesign	MS Office Suite
After Effects	Google Workspace
Premiere Pro	Midjourney
InVision	Firefly

RECOGNITION

- 2023** Brand Film Award
- 2023** Shorty Award: Silver Honor in Short Form Video
- 2023** Shorty Award: Bronze Honor in Environment & Sustainability
- 2022** People's Lovie Winner in Social: Best Influencer Endorsement
- 2022** Bronze Lovie: Best Influencer Endorsement
- 2017** Clio Sports Silver Winner
- 2015** Circle Awards Outdoor Best Poster Campaign – Campaign Silver
- 2013** Chip Shop Award – Best Viral

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REFEREES

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