



# JASON M. JONES

## GRAPHICUS ARTISTICUS ILLUSTRATORIUS

JasonMJones.com  
jason@jasonmjones.com  
502.641.2182  
102 Heritage Hill Trail  
Louisville, KY 40223  
twitter.com/designveloper

### SKILLS

Photoshop  
Dreamweaver  
Illustrator  
Flash  
Flex/Flash Builder  
Premiere  
After Effects  
Soundbooth & Audition  
Eclipse

HTML 5  
CSS 3  
jQuery

Illustration  
Storyboarding  
Animation  
Photo Manipulation  
UX Design

### EDUCATION

Indiana State University  
1994 - B.S.  
Theater Major  
Radio/TV/Film Minor

### GENSCAPE, INC. - SR. WEB DEVELOPER & GRAPHIC ARTIST | 2009-PRESENT / 2001-2007

Lead redesign of corporate brand identity. Modernized an aging logo and designed and produced new marketing collateral including online and printed support materials, signage and tradeshow booths. Guided contractors and in-house designers in the creation of supplemental materials. Was presented with a Genscape Employee Spot Award in 2012 for the new logo design.

Upgraded and improved the user experience for Genscape's flagship product, Power RT, an online application that delivers real-time content, created with Adobe Flash Builder, HTML, Java, JSP, and Javascript. Enhanced existing functionality and added several new, user-centric features.

Created mobile-friendly version of corporate website, rebuilding the site into a layout that was conducive to browsing with the smaller touch screen of smart phones.

Efforts in graphic design and web development aided the company in reaching first time earnings of over \$40 million.

### MEDIAK - CREATIVE DIRECTOR | 2009

Lead the creative team of 3d and 2d animators, video editors, and developers in the production of the personalizable children's musical DVD "Half-Size Heroes: The Wubbles Adventure." Conceptualized the story line, directed live-action sequences, designed animated characters, and storyboarded the project.

Redesigned and expanded the company website to accommodate MediaK's network of franchisees, dealer prospects, and direct retail customers.

Developed and designed microsites focussed on marketing and selling specific personalizable music products featuring content from Walt Disney Studios, Sesame Street, and in-house properties.

### SULLIVAN COLLEGE OF TECHNOLOGY & DESIGN - ADJUNCT FACULTY | 2008 - PRESENT

Taught Associates and Bachelors students web and print design and production techniques focussing on using Adobe Photoshop, Dreamweaver, Illustrator, and Flash.

### IRONMAX, LLC - WEB DESIGNER | 1999 - 2001

Collaborated with team of contractors from Oracle to develop the internet startup company's online construction equipment request for quote system and corporate website. Redesign system to accommodate the addition of a blue book value searchable database.

### CLEAR CHANNEL RADIO - ASSISTANT WEBMASTER | 1997 - 1999

Produced web design for the company's Louisville properties and performed regular maintenance on websites. Supported sales and programming staffs with layouts and graphics to address non-web needs. Occasionally served as voice and writing talent for live broadcasts and commercial production.

### FREELANCE DESIGN & WEB DEVELOPMENT | 1997 - PRESENT

Daniels Associates (Legal firm) - Animated TV advertisements  
Collier Harvest (Non-profit organization) - Designed graphics and produced CSS for website  
Kinpun Lanes - Designed and developed new website  
Fresh Start Growers' Supply - Created brand identity & first online store  
Ride 2 Freedom (Chinese non-profit organization) - Designed logo  
Med Track Alert - Designed and developed email newsletter template  
Alley Theater - Designed playbill for theatrical season  
Proteus Technologies, LLC. - Designed and built website  
Statewide Emergency (Indie rock band) - Designed website  
Amelia's Originals (Wedding planner) - Designed and built website

"THERE IS NO EXCELLENT BEAUTY THAT HATH NOT SOME STRANGENESS IN THE PROPORTION." - FRANCIS BACON