



# Jason Forrest

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## PROFILE

Highly accomplished designer with over 15 years of experience and a proven track record of leading successful creative projects and delivering innovative design solutions. Seeking a position where I can utilize my creative vision, astute attention to detail, organizational skills, and strategic thinking to achieve business goals and make a lasting impact.

## EXPERIENCE

### CREATIVE DIRECTOR

DIGITAL INK, TAKOMA PARK, MD (2013-2023)

### DUTIES

- Led the creative process from concept to completion for all creative projects inclusive of digital, print, and social media
- Collaborated with clients to understand their needs and goals, ensuring overall satisfaction and long-term relationships
- Oversaw creative projects and provided administrative support by managing budgets and data
- Maintained and organized all project files to ensure they were comprehensive and up to date

### ACCOMPLISHMENTS

- Successfully implemented an e-commerce delivery system for a craft brewery client, leading to a 10% increase in revenue and over 25,000 online sales
- Played a pivotal role in shaping the creative direction of the National Gaucher Foundation's marketing campaign, resulting in a 464% increase in Instagram reach, a 22% rise in Mailchimp newsletter subscribers, and a 32% increase in visits to their Facebook page
- Oversaw budgets, negotiated vendor contracts, and ensured the timely delivery of projects to launch the Maryland Public Service Commission site
- Received 4 [Web Excellence Awards](#) in the categories of [family and parenting website](#), [environmental awareness website](#), [school/university website](#), and [social media/health and wellness](#).

**FREELANCE DESIGNER**  
SELF EMPLOYED (2009-2013)

**DUTIES AND ACCOMPLISHMENTS**

- Provided a range of design services including PowerPoint presentations, banners, posters, booklets, brochures, e-books, business proposals, flyers, infographics, business cards, WordPress website design, illustration, and logo design.
- Managed all administrative aspects of my business, including budgets, record-keeping, invoicing, and tax preparation
- Maintained and organized files to ensure project documentation and client records were up to date
- Designed "The Future of Futures," a 10th-anniversary book for the Association of Professional Futurists
- Grew freelance business entirely through word-of-mouth referrals, fostering positive relationships for sustained growth and client recommendations

**GRAPHIC DESIGNER**  
INNOVARO, WASHINGTON, DC (2006-2009)

**DUTIES AND ACCOMPLISHMENTS**

- Collaborated closely with a team of strategic foresight analysts, leveraging their expertise to develop design solutions that effectively communicated trends and insights.
- Designed PowerPoint presentations and created print materials such as posters, banners, booklets, and other collateral for client workshops, ensuring effective communication of key insights.
- Managed the production and shipment of all workshop materials, ensuring timely delivery and high-quality output. Supervised and provided guidance to junior designers, fostering their professional growth and maintaining design consistency.
- Successfully completed projects for global, Fortune 500 companies, including Kraft, Kellogg, Proctor and Gamble, and MTV, showcasing the ability to meet the design needs of high-profile clients and deliver impactful results.

**SKILLS**

- Graphic Design, Web Design, Illustration, Typography, Branding, Creative Strategy, Marketing, Print Production, Vendor Management, Adobe Creative Suite, Microsoft Office Suite, Basecamp, WordPress, UI/UX, HTML/CSS, Leadership, Communication, Collaboration, Data Visualization, Infographics, Business Management, Basic Accounting, Shipping Logistics

**EDUCATION**

Bachelor of Fine Art, UMass Amherst (2002 - 2006)

*References available upon request*