

Jason J Newton

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Design and Brand Marketing

My experience as a visual artist spans nearly 20 years and includes experience in a wide-range of media from print, digital, web, UI, and video. I am a strategic, divergent thinker inspired by design thinking, innovation, user experience and technology. Storytelling and branding strategic creative solutions are at the forefront of my design ethos.

Skills

Art direction, graphic design, web design, UI design, information architecture, email marketing, print collateral, packaging, brand identity, photo art direction, project management, advanced photo illustration/retouching, photography

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, Quark Xpress, HTML, CSS, Microsoft Office, InfusionSoft, Constant Contact, Google Web Developer. Working knowledge of MySQL, Javascript, ASP, Final Cut Pro.

Experience

Contract Designer

May 2018 – Present

Straumann USA
North Andover, MA

- Design and production of print advertisements, social and display advertising, brochures, packaging, multimedia, outbound email marketing, and websites both domestically and internationally
- Producing landing pages & web forms
- Managing print vendors; coordinating all aspects of the printing process
- Product photography

Creative Design Manager

September 2007 – April 2018

Avidyne Corporation
Concord, MA

- Headed the design and production of all print advertisements, brochures, corporate branding, packaging, multimedia, outbound email marketing, and websites
- Managed four company websites (HTML, CSS, MySQL)
- Produced banner ads, landing pages, web forms
- Managed the tracking and reporting of incoming leads
- Worked with product development team to define user interface designs for future products and military operations applications

- Managed print vendors; coordinated all aspects of the printing process, including price negotiations and press checks
- Directed all studio and on-location product/aircraft photo shoots
- Supported global sales team with field marketing collateral
- Produced video content (filming and editing) of company product demonstrations
- Established new corporate branding, aligning company identity across all facets of the corporation including print collateral, websites, stationary, trade show exhibits, and apparel
- Trade show management and organization

Art Director

February 2006 - August 2007

Backchannelmedia, Inc
Boston, MA

- Established new corporate branding for print, multimedia, and web design
- Managed two company websites
- Worked with senior web developers to define user interface designs for web applications
- Supported cross-functional team including sales, user interface designers, and programmers
- Negotiated advertising contracts with industry publications

Art Director

August 2004 - February 2006

Graphic Designer

August 2000 - February 2004

The Harman Specialty Group
Bedford, MA

- Lead the design and production of all print advertisements, brochures and packaging of three major luxury audio brands: *Revel, Mark Levinson, and Lexicon*
- Product industrial design
- Managed print vendors; coordinated all aspects of the printing process, including price negotiations and press checks
- Directed all studio product photo shoots

Education

Butera School of Art, Boston, MA

Introduction to Adobe Flash – Future Media Concepts

Final Cut Pro – Future Media Concepts

Patents

- US D484, 876 S, Audio Component Face Design
- US D479, 715 S, Audio Component Face Design
- US D476, 651 S, Audio Component Face Design

Personal Interests

Ultra-marathons, endurance running, photography, music, and home brewing.