

# Jason J Newton

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## ~ Creative direction, design and photography ~

My experience as a visual artist spans nearly 30 years and includes a wide range of media from print, digital, web, photography, UI, and video. I am a strategic, natural leader, inspired by creative thinking, problem solving, innovation, efficiency, user-experience and technology.

## ~ Skills ~

Creative direction, leadership, digital design, web design, UI design, information architecture, email marketing, print collateral, packaging, brand identity, photo direction, project management, advanced photo illustration/retouching, photography

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

## ~ Experience ~

### Graphic Design Manager

Straumann USA  
North Andover, MA

May 2018 - Present

- Lead a team of designers and a videographer
- Manage 1,400 - 1,800 projects per year for Straumann North America
- Oversight of all design and production of print advertisements, social and display advertising, brochures, packaging, multimedia, tradeshow displays, outbound email marketing, and websites both domestically and internationally
- Portrait photography for North America
- Managing print vendors; coordinating all aspects of the printing process
- Product photography

### Creative Design Manager

Avidyne Corporation  
Concord, MA

September 2007 - April 2018

- 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, guitar and home brewing.