

Jason Vucic

+1 847 924 3090 / jason.vucic@gmail.com / jasonvucic.com / [linkedin.com/in/jvucic](https://www.linkedin.com/in/jvucic)

Multi-disciplined designer with 17 years experience and 12 years experience as an art director managing and leading print and digital design projects. Utilize strategy and data research to drive the decision processes, work with multi-leveled team members and stakeholders through active listening and collaboration. Incorporate feedback from team members, possess high work standards, a reliable team member that works well with partners and decision makers, flexible and can adapt to changing circumstances, while still meeting deadline.

TECHNICAL SKILLS

Illustrator / Photoshop / InDesign / Lightroom / XD / Photography / WordPress / html / css / Microsoft

WORK EXPERIENCE

Art Director, Creative Lead / Seymour of Sycamore / Sycamore, IL / 11/2021 – Present

- Spearheaded the comprehensive redesign of the entire product line's packaging, elevating brand aesthetics and enhancing market appeal.
- Orchestrated collaboration with an external agency to successfully redesign and launch two websites, emphasizing a cutting-edge UI/UX and mobile experience.
- Produced compelling digital assets for both internal and partner e-commerce websites, resulting in an impressive sales growth of over 100%.
- Led and directed photoshoots for diverse purposes, including social media, advertising, e-commerce digital assets, and catalog, ensuring visual coherence and alignment with brand identity.

Creative Director / Designer / Rhino Creative Studio / Algonquin, IL / 05/2007 – Present

- Spearheaded projects from conception to completion through visual design, print, digital, and web site design
- Branded 25+ companies, including start-ups through national brands
- Executed clients needs of photography, print ads, digital ads and package design, which resulted in increased ROI

Art Director, Lead / Hopkins Manufacturing / Arlington Heights, IL / 08/2018 – 11/2021

- Managed the branding of 6 national brands through research and strategy while collaborating with stake holders
- Mentored 2 mid and junior level designers that resulted in the direct impact of retail placement and growth
- Guide the creative direction and vision for 8 brands with national and international recognition
- Supervised the launch of 400+ package redesigns from ideation to production and delivery

Senior Packaging Designer / Medline / Northfield, IL / 02/2018 – 08/2018

- Redesigned the package brand for large national brands and delivered to market on time
- Elevated the brand awareness of 5 brands through enhancement of Amazon A+ page design, layout, and content
- Collaborated with the creative director to optimize 5 product lines communication and market share growth

Senior Art Designer / Designory / Chicago, IL / 04/2017 – 08/2017

- Presented concepts and ideation to the associate creative director and global creative director
- Executed and delivered tier 1 and tier 2 creative briefs on time
- Guided junior designers, senior designers and copy writers through campaign launches, print and digital

Senior Designer / Bem Wireless / Woodstock, IL / 02/2015 – 11/2016

- Branded 3 product lines that were placed into national chains
- Developed creative marketing content, achieving a consistent message across all company platforms: packaging, website, ecommerce and sales collateral
- Coached 2 junior designers on strategy and holistic design approaches to impact sell-through
- Accomplished the implementation of a new website design and launch on time

Art Director / Digital Innovations / Arlington Heights, IL / 05/2009 – 12/2014

- Started as a designer and promoted twice for streamlining processes and rethinking the norms
- Rebranded the entire company from brand identity, packaging, website, photography and positioning
- Rebranded acquired company to align with company standards and tone
- Personally produced 125+ package designs for regional, national, and international retailers

EDUCATION

Bachelor of Fine Arts (BFA), Illustration/Design, American Academy of Art Chicago, Chicago, IL

Con't Edu HTML/CSS, Truman Community College, Chicago, IL