



WILBUR

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My name is Jason Wilbur, an experienced Graphic Designer skilled in packaging design, asset management, brand stewardship, and creative leadership. I'm eager to take on dynamic challenges, applying my problem-solving and graphic design expertise. My commitment to integrity, passion, curiosity, collaboration, and effective communication are what drive me to create innovative solutions.

KEY SKILLS

Packaging Design, Brand Management, Creative Direction, Team Leadership, Digital Asset Management, Print and Digital Media, Cross-functional Collaboration, Marketing Collateral, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Time and Project Management

References available upon request.

EDUCATION

**THE ART INSTITUTE OF PHOENIX
PHOENIX, AZ**

Bachelor of Arts, Graphic Design
Graduated 2007

EXPERIENCE

HIFLYER CREATIVE STUDIO | GURNEE, IL

Owner, Creative Director | April 2023 - Present

HiFlyer Creative Studio was established with a strong emphasis on effective project management and a commitment to collaboration. Our foundation rests on integrity, we're driven by a deep passion for our craft, and we continuously fuel our curiosity to deliver work that not only meets your expectations but also elevate brand through the compelling art of visual storytelling.

GOOD FOODS | PLEASANT PRAIRIE, WI

Senior Graphic Designer | Oct 2021 - April 2023

Spearheaded primary and secondary packaging design, fostering seamless collaboration among cross-functional teams, and orchestrating the entire printing process at Good Foods. My responsibilities extended to creating collateral, bolstering sales and marketing initiatives, delivering creative solutions, and safeguarding our brand identity. Beyond this, I adeptly managed and curated our creative assets and packaging resources using digital asset management systems, consistently problem-solving to maintain efficiency and quality.

ACHIEVEMENTS: Led development of packaging design and the execution of sales materials for the nationwide launch of multiple new products. Moreover, I played a pivotal role in implementing digital asset management software, concentrating on streamlining asset upload, workflow, and project request processes. Additionally, I provided supervision and mentorship to a department intern, supporting their professional growth and contributions.

ONEIDA HOSPITALITY GROUP | HIGHLAND PARK, IL

Graphic Design Manager | Nov 2019 - Sep 2021

Assumed leadership of the creative team, driving the development and execution of the creative vision and brand strategy. I prioritized efficient and timely completion of brand initiatives, while also upholding Marketing Department processes and SOPs. My role involved fostering collaboration with department leaders to promote alignment and the sharing of best practices.

ACHIEVEMENTS: Oversaw the creation of new product catalogs, sales materials, new packaging and served as a supervisor to a remote Graphic Designer, providing guidance and support for project execution.

WOODLAND FOODS | WAUKEGAN, IL

Senior Graphic Designer | Mar 2016 - Nov 2019

Provided end-to-end oversight of the creative process, ensuring successful execution from concept to completion. My role included contributing to and guiding robust brand management, leading and mentoring the creative team to promote their growth and skill development. Additionally, I demonstrated an in-depth understanding of private label client projects.

ACHIEVEMENTS: Led the development of new product catalogs and launched consumer retail brand, emphasis of packaging design. Additionally, I assumed the role of mentor to Graphic Designers, providing guidance and support in their professional growth.

Graphic Designer | Oct 2012 - Mar 2016

Actively contributed to the company's goals of establishing a cohesive brand identity across various touchpoints. In addition, I played a pivotal role in cross-functional teams, collaborating on projects that spanned print materials, packaging, trade shows, and B2B marketing collateral.

DAVIDSON & BELLUSO | PHOENIX, AZ

Freelance Graphic Designer | Jan 2011 - Apr 2011

THE ART INSTITUTE OF PHOENIX | PHOENIX, AZ

Graphic Designer/Web Coordinator | Oct 2007 - Feb 2011