

## JERALD SADDLE

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www.jeraldsaddle.com

### EXPERIENCE

**SUKA CREATIVE** | Senior Lead, Manhattan, NY, June 2016 - Current

- Developed all aspects of UI / UX for client NYSTEC.
- Art directed visual design for responsive website redesign.
- Art directed all aspects of Northwell capital campaign.
- Developed infographics and design systems for CPC.

**CO: COLLECTIVE** | Freelance Lead, Manhattan, NY, Aug - Oct 2016

- Art directed poster redesign for Pepsi: Izzy brand advertisement launch.
- Concepted and art directed app for Izzy app design.
- Concepted and art directed facetracking snapchat disrupt campaign.
- Developed UI / UX for Izzy app.

**MAYO STUDIOS** | Creative Director, Manhattan, NY, Aug 2016 - Current

- Rebranded and launched new identity system to separate author R.L Stine from his profound, Goosebumps, book series.
- Art directed visual design for responsive website redesign.
- Created site map and developed all aspects of UI / UX.
- Created content templates to maintain visual system for postings.

**SEAMLESS** | Senior Designer, Manhattan, NY, Aug 2012 - Feb 2016

- Art directed campaigns for Crave Awards, How New York Eats, and Seamless Summer Camp by creating various forms of content including micro sites, facebook pages, invitations, emails, on/off site ads and digital display ads
- Project-managed and hired designers and developers for individual campaigns
- Optimized SEO strategies for micro sites
- Developed a brand identity and visual voice for Seamless Boost.
- Responsible for design and concept development for advertising, marketing programs, and social media campaigns which included: direct mailers, billboards, emails, station domination poster ads, half branded train ads, facebook mini campaigns, micro sites, video shorts, digital video ads, NYC Metro cover ads.

**HUGE** | Freelance Designer, Manhattan, NY, June 2012

- Redesigned Target website which included designing and updating PDP, PLP, Quick Info, Detail, Large, Medium, and rail assets. Spec'd all assets for output to developer.

**NUMBER 17** | Design Intern, Manhattan, NY, May - Aug 2011

- Redesigned packaging for Homemade Harvey, adult baby food
- Art directed design of book cover for Tanita S. Davis, author of Happy Families.
- Concepted and storyboarded identity and intro sequence for 2 Broke Girls.

### EDUCATION

#### RINGLING COLLEGE OF ART AND DESIGN

Bachelor of Fine Arts in Graphic Design. Sarasota, FL. May 2011.

#### YOUNGSTOWN STATE UNIVERSITY

Communication Design. Youngstown, OH. Fall 2007 - 2008.

#### PENN STATE UNIVERSITY

Information Science and Technology. University Park, PA. Fall 2004 - 2007.

### FREELANCE

**BABY BRASA** | April - Aug 2016

Art directed restaurant branding

**KINNEK** | Jan 2016 - Current

Relaunched trade show experience and campaign visual system

**OXFORD SEED FUND** | Nov - March 2016

Art directed rebrand and launch of Said Business School Seed Fund organization

**KIDL** | Dec 2015

Art directed extensive brand system, including UI / UX, and prototype for website and iphone app design.

**LIONSGATE FILM** | Dec 2015

Art directed various promotional pieces for Don Verdean movie.

**KRILL PRESS** | Nov 2015

Art directed and designed 120 book covers

**PRIME PRODUCE** | Nov 2012

Art directed extensive rebranding of thinktank incubator includes UI / UX + visual design for responsive website

### AFFILIATIONS

2012 Prime Produce volunteer

2010 Sigma Alpha Mu fraternity

2009 TDC

2009 AIGA

### PROFICIENCIES

Adobe Photoshop, Illustrator, Indesign, Premier, Experience Design, and After Effects; Final Cut Pro, Sketch, and Google Sketch-Up Pro

Extensive knowledge of css, html, php, Font Lab Studio, Cinema 4D, Redgiant Trapcode Suite, and Madmapper

### ACHIEVEMENTS

2016 TDC Jekyll and Hyde Book Cover

2016 TDC Maki Identity

2014 Posters Featured on Abduzeedo

2011 Silver Addy Award: NR Campaign

2009 Best of Ringling

2009 Featured on Editorial Design Served

2008 Best of Ringling: Pres. Award 3D