

JERALD SADDLE

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www.jeraldsaddle.com

ON SITE EXPERIENCE

THINKSO | Freelance Senior Designer, Manhattan, NY, April 2017 - May 2017

- Art directed and conceptualized visual direction for Choate law firm website.
- Developed UI / UX and visual design for Radiant Logistics website.

MINDS + ASSEMBLY | Design Lead, Manhattan, NY, Jan 2017 - March 2017

- Lead art direction conceptualizing, and execution of innovative digital experiences, tactical advertising campaigns, and creative solutions for healthcare industry brands, including virtual reality, augmented reality, and mobile gaming.

MAYO STUDIOS | Senior Lead, Manhattan, NY, Aug 2016 - Jan 2017

- Spearheaded rebrand and launched new identity system to separate author R.L. Stine from his profound, Goosebumps, book series.
- Lead art direction and visual design for a responsive website redesign for R.L. Stine.
- Created site map and developed all aspects of UI / UX.
- Created content templates to maintain visual system for postings.
- Art directed and designed motion animation for new R.L. Stine logo.
- Created sound design for animated motion logo to emphasize 'spooky theme'.

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

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

SUKA CREATIVE | Senior Lead, Manhattan, NY, June 2016 - Dec 2016

- Art directed and developed visual design for NYSTEC website redesign.
- Developed sitemap and UI / UX for client NYSTEC.
- Art directed all aspects of Northwell capital campaign.
- Oversaw developers to ensure that they were following through with deadlines and utilizing high-quality code through implementing and suggesting best practices.
- Developed infographics and design systems for CPC

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

- Heavily involved with updating the Seamless brand by developing an extensive visual language through the use of iconography, patterns, and typographic treatments.
- Lead art direction 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
- Managed designers and developers for individual campaigns across 22 teams.
- Developed a brand identity and visual voice for Seamless Boost.
- Collaborated with copywriters to develop language that was forward thinking and ahead of trend.
- 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.

EDUCATION

RINGLING COLLEGE OF ART AND DESIGN

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

CLIENTS

CADENCE | Nov 2016 - Jan 2017

Lead art direction for app branding

BABY BRASA | April - Aug 2016

Lead art direction for restaurant branding

KINNEK | Jan 2016 - June 2017

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

PERSONAL

Hobbies: soccer, kung fu, salsa, Argentine tango, traveling, sculpting, percussion, popping and locking, and motion design.

AFFILIATIONS

2017 Prime Produce volunteer
2010 Sigma Alpha Mu fraternity
2009 TDC
2009 AIGA

PROFICIENCIES

Adobe Suite, Sketch, Google Sketch-Up Pro, and Final Cut Pro, Redgiant Trapcode Suite

Extensive knowledge of Font Lab Studio, Cinema 4D, and Madmapper, Nuke, CSS, HTML, PHP, JavaScript

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