

Jason Cannon

Art Director – Sr. Designer | jasoncannondesign@gmail.com | 614-361-0484

## CAREER SUMMARY

Strategic and solutions-oriented creative with 25+ years of experience developing compelling visual communications across print, digital, exhibit, and brand environments. Adept at translating complex ideas into clear, engaging visual narratives that support business objectives. Proven track record of leading high-stakes design initiatives, mentoring junior talent, and delivering consistent creative excellence under tight deadlines. Poised to bring creative leadership, strategic direction, and team development expertise to a formal Art Director role.

## CORE COMPETENCIES

- Art Direction & Visual Strategy
- Executive Presentations & Data Visualization
- Branding & Visual Systems
- Cross-Functional Team Collaboration
- Print & Digital Design Execution
- Adobe Creative Suite Mastery
- Microsoft Office Suite Proficiency
- Team Mentorship & Talent Development
- Project Mgmt. & Workflow Optimization
- Creative Solutions & Concept Development

## PROFESSIONAL EXPERIENCE

### Sr. Graphic Designer | Interim Art Director (2023 – Present)

Global Financial Institution for Williams Lea – Columbus, OH | Aug 2021 – Present

- Assumed interim Art Director role, leading all Firmwide creative projects with confidence and precision; upheld Goldman Sachs' brand standards across print and digital, directed visual execution, and collaborated closely with Project Managers to optimize production workflows and deliver under pressure.
- Led the design of high-impact collateral, including pitch decks, annual reports, internal campaigns, and event branding, tailored to executive and institutional audiences.
- Translated complex financial data into visually clear, persuasive narratives for C-suite and investor communications.
- Maintained rigorous brand consistency while evolving and elevating the firm's visual identity across multiple touchpoints.
- Partnered cross-functionally with marketing, events, and communications teams to execute high-stakes initiatives in fast-paced, deadline-driven environments.
- Mentored junior designers, providing creative direction and contributing to a culture of design excellence and team development.

### Sr. Graphic Designer

Ohio History Connection – Columbus, OH | Jan 2001 – Jun 2020

- Developed branding, signage systems, exhibit graphics, infographics, and visual storytelling environments
- Created websites, custom illustrations, and interactive educational tools
- Maintained creative consistency across large-scale exhibits and campaigns, including visual guidelines and style sheets
- Collaborated cross-functionally with curators, educators, developers, and vendors
- Contributed to award-winning exhibits recognized by regional and industry associations

### Sr. Graphic Designer

Hansen Creative Services – Columbus, OH | Jun 2000 – Aug 2000

- Designed social media content across five platforms, contributing to a 25% increase in customer engagement and sales
- Produced marketing collateral in collaboration with internal and external stakeholders
- Participated in team presentations, campaign reviews, and project planning sessions

## EDUCATION

- Bachelor of Science in Visual Communication – The Ohio State University | 2000

## **RECOGNITION & LEADERSHIP**

- VIP Leadership Program – Next Level Columbus | 2018
- Ohio Museums Association Award for Excellence | 2017