

JASON BOMAN

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EXPERIENCE

Owner / Creative Director, Squared J Creative

1/2004 – Present

- Sole proprietor responsible for business development, client management and delivery since 2010. Various freelance projects 2004 – 2010.
- Responsible for leading client requirement gathering, creation, client reviews, vendor selection, and successful budget management for projects from \$10-30k
- Designed print and web-based promotional materials for clients using Adobe Creative Cloud software including Photoshop, Illustrator, InDesign, Premiere, and Dreamweaver.
- Created logos and identity branding templates for consistent use across print, web, email, and social media.
- Developed front-end web designs and contracted with back-end CMS web developers to produce final product.
- Won four 2010 Graphex Awards for: Best of Division II - Gold, Best of Kansas City - Silver, Best of Show - Honorable Mention, and Award of Excellence - Best of Category (4+ Color Brochures)

Creative Director, Radian Technical Marketing

2/2010 – Present

- Responsible for creative direction of design projects including managing other graphic designers and client feedback.
- Worked to maintain brand consistency across different projects and mediums for clients.
- Developed logo and identity packages to use in print, trade show booth graphics, social media/web, and video.
- Managed print vendor and materials selection, within budgets, for trade show signs, brochures, postcards, business cards, and other marketing collateral.
- Served clients from broad set of industries: manufacturing, higher education, resources, to outdoor furnishing.

Lead Graphic Designer / Photographer, MSE Audio

Employed: 5/2008 – 4/2010

Contract: 4/2010 – 10/2013

- Responsible for the creation of marketing materials including print ads, trade show signage, packaging, technical specification documents, and product brochures for a high-end commercial and residential audio equipment company.
- Led the creative re-branding for four of the five high-end audio brands under the MSE Audio Group, including implementation in print, web, social media, and video.
- Responsible for commercial photography of audio products, including setup of studio space, lighting, and final image selection, beyond scope of initial Graphic Design position and mitigating the need to contract a professional photographer.
- Worked with craftsmen to design trade show booth visual concepts for key MSE Audio Group brands, including signage, video, and materials. Created 3D mockup in Google SketchUp and proactively provided a preview to all stakeholders.
- Sole designer responsible for design of over ten 40+ page product catalogs, delivered to print in approximately two months each. Created project printing specifications including paper, inks, coatings, and bindery features. Managed print budget, negotiated key upgrades, and worked with vendors to ensure quality of final product.
- Utilized knowledge of MS Office to link Excel-based existing price and technical specification documents to InDesign. This enabled a sales person to modify prices or technical details in Excel, a familiar tool for them, triggering an automatic update to a formatted InDesign document, an application they are not familiar with.
- Filmed and edited video “sizzle” reels for use in web and at trade shows.
- Managed print vendor selection processes, including vendor quote requests and comparative analysis, negotiation, obtaining comparable print samples and draw-downs, and on-site press-checks.

Pre-Press Designer, Lifetouch Publishing

1/2004 – 5/2005

- Responsible for creating yearbooks from scratch based on customer requirements using Adobe tools including Photoshop, Illustrator, Acrobat, and Pagemaker. As an initial designer in this experimental department for Lifetouch, I received the requested yearbook text and school pictures, was responsible for generating custom layouts and managed the design process.
- Simultaneously managed multiple projects in a fast-paced deadline-driven environment.
- Consistently collaborated with printing press operators to manage projects, ensuring they were completed according to customer specifications and within the required timelines.
- Created and instituted an electronic file system of unique job numbers for each school name to reduce ambiguity and errors across similar school names that were actually different clients.
- Created pre-flight server that automated processing of files and generation of PDFs, drastically reducing manual work-load across entire pre-press team and mitigating the need for one to two new full-time employees.

TECHNOLOGY SKILLS

- Adobe Illustrator, Photoshop, InDesign, Acrobat – 9 years professional experience
- Adobe Dreamweaver, Flash, Fireworks – 4 years professional experience
- Adobe Premiere & Audition – 2 years professional experience
- Quark – 9 years experience
- MS Office: Word, Excel (including VBA Scripting and macros), and Powerpoint – 9 years professional experience
- Commercial Photography - 5 years experience.

EDUCATION

Johnson County Community College, Graphic Design ▪ Continuing Education	Overland Park, KS	Fall 2008 – Present
University of Missouri – Kansas City, Graphic Design	Kansas City, MO	Fall 2003 – Spring 2005
University of Missouri – Columbia, Computer Science	Columbia, MO	Fall 2002 – Spring 2003

REFERENCES

Elaine Jones – Elaine Jones Public Relations	Salt Lake City, UT	(801) 450-6635
John Pinkerton – Community of Christ & AIDS Service Foundation	Kansas City, MO	(816) 588-3326
Steve Whitesell – Radian Technical Marketing	Park City, UT	(435) 901-4043

DESIGN PORTFOLIO

Design portfolio can be found at <http://www.behance.net/JasonBoman>. More samples available upon request.