



JAY SODA

ART DIRECTOR • GRAPHIC DESIGNER

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WHY HIRE ME? As an award-winning art director and graphic designer, experienced in all facets of design, I've worked for a variety of clients and continue to deliver exceptional work. I've developed corporate identities, branding, print collateral, packaging, websites, flash banners, and advertising. Some of my responsibilities included directing photoshoots, conceiving with illustrators and supervising freelance designers and interns.

WHAT'S IT LIKE TO WORK WITH ME? Known for my creativity, concept-driven designs, and a great sense of humor colleagues enjoy working with me. Handling stressful situations and efficient time-management has helped me become the calm, cool, collected guy I am today. A former editor noted "Jay is unflappable under pressure." Allow me to demonstrate my ability to keep cool while creating top-notch pieces.

DO I KNOW MY WAY AROUND A COMPUTER? My knowledge of the Adobe Creative Suite (InDesign, Illustrator, Photoshop, Flash, and Dreamweaver) as well as Quark Xpress is unmatched. Colleagues with "how do you do this" questions come to me for the answers. I have very strong problem-solving skills.

EMPLOYMENT

HOLY FAMILY UNIVERSITY

Creative Services Manager (*August, 2008- Present*)

- Managed direction of new logo and led rebranding campaign
- Redesigned and art director for award-winning, semi-annual, 40-48 page, alumni magazine (*editorial and advertising pages*)
- Art director for 2 major fund-raising events each year (*spring and fall*)
- Collaborate on Annual Fund campaign, which increased gifts from previous years and now enables development team to track donations more efficiently
- Designed main web pages for all 4 schools, create regular updates for Flash rotation on homepage as well as all buttons and other web graphics
- Design advertising and marketing materials for admissions
- Art director for semi-annual photo shoots for admissions marketing collateral

JAY SODA DESIGNS

Principal Owner (*January, 2001 - Present*)

- Art director for a wide array of clients (*a condensed list is below*)

LA WEIGHT LOSS

Senior Graphic Designer (*November, 2005 - February, 2007*)

- Branded packaging and art directed photo shoots for entire product line
- Created the *Eating Smart* cookbook, art directed photo shoots for nearly 30 dishes, and designed the layout for over 400 recipes
- Collaborated with marketing team on seasonal campaigns
- Supervised two freelance designers and two design interns

PHILADELPHIA MAGAZINE

Assistant Art Director (*September, 1994 - April, 2001*)

- Art directed and designed over 65% of the editorial pages each month
- Conceptualized with national, and local, award-winning photographers and illustrators
- Art directed photo shoots for The Style Phile section
- Supervised two design interns each semester

FREELANCE CLIENTS

B&G DESIGN STUDIOS

DORLAND GLOBAL

GMP NUTRACEUTICALS

HEALTH ANSWERS, INC.

THE HAL LEWIS GROUP

LONG FINANCIAL GROUP

NAHA MARKETING

PHILADELPHIA ULTIMATE CAMP

THE ROCK SCHOOL

UNIVERSAL HEALTHCARE

VOX MEDICA

WALNUT HILL COMMUNITY ASSOCIATION

EDUCATION

BFA in Graphic Design, 1993

Tyler School of Art, Temple University, Elkins Park, PA

TEMPLE UNIVERSITY ABROAD PROGRAM, Rome, Italy

Spring semester, 1991

AWARDS

CUPRAP, THE ASSOCIATION OF COMMUNICATORS IN EDUCATION

Silver Award - Feature Article, 2011

"Playing For Laughs"

CUPRAP, THE ASSOCIATION OF COMMUNICATORS IN EDUCATION

Silver Award - Feature Article, 2010

"King of Cool"

FRANKLIN AWARD FOR EXCELLENCE

President's Report, 2010

SOCIETY OF PUBLICATION DESIGNERS

Illustration Award, 1999

"John Waters - Pink Flamingos" - Dan Adel, Illustrator

COMMUNICATION ARTS

Illustration Award, 1998

"Three Types of Men" - Juliette Borda, Illustrator

NATIONAL MAGAZINE AWARD

General Excellence, 1998

CITY AND REGIONAL MAGAZINE AWARDS

General Excellence in Design, 1996 and 1998

GRAND MASTERS ULTIMATE CHAMPIONSHIPS, Lebanon, OH

National Champion, 2011

WORLD ULTIMATE CLUB CHAMPIONSHIPS, Perth, AU

Silver Medalist, 2006

PHILADELPHIA MARATHON, Philadelphia, PA, 2005