



## JAY SODA

ART DIRECTOR

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**WHY HIRE JAY?** I want to collaborate with creative people who are eager to pursue new and innovative design ideas. As an award-winning art director, experienced in all facets of design, I've created print and digital collateral, directed photo shoots, conceptualized with illustrators and managed freelance designers and interns. I have very strong problem-solving skills.

**WHAT'S IT LIKE TO WORK WITH JAY?** 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 enabled me to become the calm, cool, collected guy I am today. A former editor commented "Jay is unflappable under pressure." Allow me to demonstrate my ability to keep cool while creating top-notch pieces.

**DOES JAY KNOW COMPUTERS?** 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.

## EMPLOYMENT

### HOLY FAMILY UNIVERSITY

Art Director (*August, 2008 - Present*)

- Redesigned alumni magazine, editorial and advertising pages; currently direct the multiple-award-winning publication
- Manage direction of new University logo; led the rebranding campaign
- Responsible for all advertising and marketing materials for graduate and undergraduate programs
- Create web banner ads; graphics for e-blasts; designed homepages for each school; created, and regularly update, Flash rotation on homepage; create all buttons
- Collaborate on Annual Fund campaign, which increased gifts from previous years; enabled the development team to track donations more efficiently
- Produce materials for major fund-raising events throughout the year
- Direct semi-annual, multiple-day photo shoots for admissions marketing

### JAY SODA DESIGNS

Owner (*January, 2001 - Present*)

- Art director for a wide array of clients and projects; designed corporate identities; lightpost banners; invitations; packaging

### LA WEIGHT LOSS

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

- Convinced marketing VP to allow me to redesign packaging; art directed photo shoots for entire product line
- Art directed *Eating Smart*, a 120+ page, 400 recipe cookbook with nearly 30 dishes photographed
- Supervised two freelance designers and two design interns

### PHILADELPHIA MAGAZINE

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

- Redesigned the entire magazine, except features, for a more "upscale and elegant" look
- 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

## EDUCATION

TYLER SCHOOL OF ART, Temple University

BFA in Graphic Design, 1993

ROME PROGRAM, Temple University

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

## ACCOMPLISHMENTS

AIGA MEMBER, Philadelphia Chapter, 2012

BOARD MEMBER, Philadelphia Area Disc Alliance, 2012

GRAND MASTERS ULTIMATE CHAMPIONSHIPS

*National Champion*, 2011

WORLD ULTIMATE CLUB CHAMPIONSHIPS

*Silver Medalist*, 2006

PHILADELPHIA MARATHON, 2005