



JAY SODA

ART DIRECTOR • GRAPHIC DESIGNER

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WHY HIRE THIS GUY? As an award-winning art director and graphic designer, experienced in creating corporate identity, branding, print collateral, packaging, publishing, and advertising, I have the necessary skills to meet your goals. My clients fall along all ends of the spectrum, ranging from multi-million dollar pharmaceutical companies to non-profit athletic camps. I have a very strong understanding of the importance of typography.

WHAT'S HE LIKE TO WORK WITH? 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." Let me show you my ability to keep cool while creating portfolio-caliber pieces.

DOES HE KNOW HIS WAY AROUND A COMPUTER? My knowledge of the Adobe Creative Suite (Illustrator, Photoshop, and InDesign) as well as Quark Xpress is unmatched. Colleagues with how-do-you-do-this questions come to me for the answers. In order to design and develop my own web site I learned web design with HTML, CSS, Flash, and Dreamweaver. Additionally, I have very strong troubleshooting skills.

EMPLOYMENT

PRINCIPAL OWNER

Jay Soda Designs (*January, 2003 - Present*)

- Freelance art director and graphic designer for a variety of clients

SENIOR GRAPHIC DESIGNER

L A Weight Loss (*November, 2005 - February, 2007*)

- Branded the packaging for the product line and art directed product photo shoots
- 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 to create seasonal campaigns, designed in-center posters, brochures, menu plans and other collateral
- Designed logos for corporate conferences and other corporate retreats
- Introduced a system for more efficient trafficking of production materials
- Instituted a new proofing system with print vendors for quality-control purposes, saving countless proofing costs
- Supervised two freelance designers and two design interns

DESIGNER

Bailey Design Group (*April, 2001 - August, 2001*)

- Created the identity standards booklet for the new Aetna logo
- Designed packaging products for Johnson & Johnson

ASSISTANT ART DIRECTOR

Philadelphia Magazine (*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

WALNUT HILL COMMUNITY ASSOCIATION Created 4' x 9' light-post banners to promote unity through diversity and identify the neighborhood

THE ROCK SCHOOL Art directed and designed a children's activity book which was given to inner-city students (k-8) to familiarize them with ballet

NAHA MARKETING Created announcements, invitations and networking materials for pharmaceutical events held around the country

DORLAND GLOBAL Designed various pharmaceutical collateral, e-mail blasts, an internal sales competition web site and exhibition posters

HEALTH ANSWERS, INC. Created invitations, brochures and posters for Continuing Medical Education events, as well as produced web-ready files and web banners for CME activity listings

B&G DESIGN STUDIOS Designed layouts for college alumni magazines, developed political campaign collateral for PA State Representative

PHILADELPHIA ULTIMATE CAMP Designed shirts and discs for a middle and high school summer camp that teaches the fundamentals of ultimate frisbee

VOX MEDICA Designed a variety of collateral materials for Continuing Medical Education events

EDUCATION

BACHELOR OF FINE ARTS in Graphic Design

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

1993 (extensive work in Art History and Painting)

Temple University Abroad Program, Rome, Italy

Spring semester, 1991

AWARDS

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

WORLD ULTIMATE CLUB CHAMPIONSHIPS, Perth, AU

Silver Medalist, 2006

UPA NATIONAL CHAMPIONSHIPS, Sarasota, FL

6th Place, 2007 and *7th Place*, 2003

PHILADELPHIA MARATHON, Philadelphia, PA

Finished in under 4 hours (my goal), 2005