Jay Parsons

ART DIRECTION & GRAPHIC DESIGN

Jersey City

wh.JayParsons@gmail.com

Objectives: Work with smart clients and talented colleagues / Combine creative ideas with engaging design to break through the media noise / Build brands, inspire action and drive sales

Experience

Freelance Art Director

Jackson Hewitt Tax Services

Jersey City
2023 - 2023

Developed concepts and art direction for print and digital communications.

Contract Art Director

UBS Wealth Management USA

Weehawken, NJ
Dec 2019 - Sep 2023

Provided graphic design consulting and support for Creative Solutions office

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Graphic Designer

GCNY Marketing

New York
Sep 2018 - 2019

Developed concepts, art direction and layout of print and digital communications on Centers Health Care account.

Art Director

Centers Health Care

New York City
Feb 2015 - Aug 2018

Developed concepts, art direction and copy for print and digital communications targeting staff, residents, patients and the public.

Art Director/Graphic Designer/Production Artist

Freelance

New York City
Jan 2007 - Jan 2015

Developed digital, advertising and graphic design for a variety of agency, corporate and small business clients.

Sr. Art Director

Rapp Collins Worldwide

New York City
Apr 2004 - Jan 2007

Developed direct mail and DRTV for Mercedes-Benz, DIRECTV, Kaiser Permanente, Stearns & Foster and AIG.

Sr. Art Director

D'Arcy Masius Benton and Bowles

New York City
Apr 2000 - Jul 2002

Developed general print and television advertising for Hyatt International Hotels, Heineken, Lily of France, Cap Gemini, Ernst & Young, Norelco and Proctor & Gamble.

Sr. Art Director

Ammirati Puris Lintas/Draft Worldwide

New York City
Jun 1997 - May 1999

Developed direct mail and advertising for Compaq computers, HP, United Parcel Service, Ameritec, LEGO and British Airways.

Art Director

FGI Advertising & Design

Chapel Hill, NC
Jan 1993 - Jun 1997

Developed print advertising, direct mail and collateral for CellularOne, Tech Resource Group, Planet Music, KPMG and Reichhold Chemical.

Art Director

West & Vaughan Advertising

Durham, NC
Jan 1990 - Jan 1993

Developed print advertising, collateral and packaging for Centura Bank, Andes Candies, Brach's Candy, GE Mortgage and Instrument Society of America.

Graphic Designer

Duke University Medical Center

Durham, NC
Jan 1988 - Jan 1990

Designed and produced printed materials such as annual reports, newsletters, brochures, stationery, etc.

Graphic Designer

WBRZ-TV

Baton Rouge, LA
Jan 1983 - Jan 1988

Designed print advertising and collateral materials

Education

Bachelor of Fine Arts in Graphic Design

Lousiana State University

Baton Rouge, LA
- 1984

Accounts

American Express
Bayer HealthCare
British Airways
Charles Schwab
Coca-Cola Compaq
DirecTV
E*Trade
Ernst & Young
Fidelity Investments
Glaxo Smith Kline
Hewlett-Packard
Hyatt International
Jackson Hewitt
Kaiser Permanente
KPMG
LEGO
Lord Abbett
Mandarin Oriental
Mercedes-Benz
NFL Sunday Ticket
Norelco
Pfizer
United Parcel Service
Verizon

Agency Clients

Bozell
Cohn & Wells
D'Arcy Masius Benton & Bowles
Farago+Partners
Lowe
M&C Saatchi
Margeotes | Fertita + Company
Mojo Marketing
Parham Santana
Pickholz & Tweedy
Renegade Marketing Group
Ryan Drossman Marc USA

Recognition

New York Addy Award
US Ad Review, No. 39
Mobius Award
American Graphic Design Award
Art Direction Magazine
Print Magazine Design Annual
Creativity 96 Certificate of Distinction
Creativity 96 Certificate of Distinction

Software

Adobe Creative Suite
Microsoft Office

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