

JASON VINCENT OLESZCZUK (He/Him)

jasoncreates@gmail.com | (650) 575-5715 | jasoncreates.com | Seattle, WA | [linkedin.com/in/jasondirects](https://www.linkedin.com/in/jasondirects)

CREATIVE DIRECTOR, STRATEGIST, DESIGNER, AND VOXEL ARTIST

User-centric digital design leader with more than 15 years of end-to-end design experience with Fortune 500 enterprises to feisty start-ups. Hands-on manager and creative ambassador with deep expertise in building high-performing creative teams to execute digital campaigns and experiences. Emphatic, impactful presenter recognized for big ideas, beautifully simple interactions, and award-winning, insight-driven creative.

- Creative Development
- UI/UX Design
- Video Game Activations
- Multi-Channel Campaigns
- Branding and Naming
- Video Production
- Immersive Experiences
- Social Media Marketing
- Visual and Motion Design

EXPERIENCE

POP

January 2019 – June 2022

Creative Director

Seattle, WA

Leading global email campaign efforts for multiple Xbox first and third-party titles including Halo Infinite, Assassin's Creed Valhalla, and Forza Horizon 5. Conceived the Xbox Dreamscape Adventure campaign celebrating the launch of the next-gen Xbox Series X. Created 3D voxel branding system for Windows Developer campaigns including naming, visual guidelines development, and web series creation and production. Led the Content and Production team across geographies – from Seattle to Costa Rica.

Clients: Microsoft (Xbox, Surface, Edge, Learn, Windows) Oracle, F5, Gap Inc., Team USA, Target

INDEPENDENT

March 2017 – January 2019

Consultant - Creative, UX & Brand

Seattle, WA

Independent consultant leading design and creative strategy for Seattle-based organizations including state political party initiatives spanning district-focused events to major state-wide campaigns. Founder and VP of Experience of a national, non-partisan, nonprofit startup streamlining and facilitating communication between constituents and elected officials.

RESOURCE/AMMIRATI, An IBM Company (IBM iX)

Aug 2009 – March 2017

Creative Director

Seattle, WA / San Francisco, CA

Shaped creative vision and design for 10+ major tech and retail customers across West Coast region. Established satellite office in San Francisco mobilizing core team in 3 months. Recruited and managed multi-disciplinary retail studio team of 12 (design, interaction, copy) inspiring a culture of creative thinking and innovation.

- Grew Microsoft portfolio from \$25K to \$3M in 3 years expanding from individual page optimization to full experience redesigns for Enterprise, MS Office/Office 365, Windows 10, and Xbox.
- Redesigned Speck e-commerce site increasing Speck revenue 400% and defining brand positioning as key contributor in corporate branding workshops.

RESOURCE/AMMIRATI, An IBM Company (IBM iX) – continued

- Launched 10-channel branding guide and creative, UX, voice, and tone strategy for Puget Sound Energy spanning from web/mobile to social/interactive voice recognition (IVR) to customer service.
- Evangelized user-centered design and cross-channel creative strategy by planning, hosting, and leading design workshops and participatory design sessions focused on IBM Design Thinking.

Technology Clients: Microsoft, Adobe, Autodesk, HP, Intel, Intuit, Tecmo, SONOS, F5

Retail Clients: Nike, Reebok, Target, Victoria's Secret, Burton, Express, Limited Brands, Bath & Body Works, GAP Inc.

EDDIE BAUER

Nov 2008 – Aug 2009

Senior Art Director

Seattle, WA

Championed digital creative for launch of the new sub-brand, First Ascent, a world-class expedition and ski wear product line built in collaboration with top mountain and ski experts. Hired team of 4 designers, writers, and videographers to deliver across commerce, video, and interactive channels.

- Collaborated with CEO to achieve product vision from concept to highly anticipated Mount Everest brand launch, exceeding customer engagement and social media expectations.
- Launched integrated, real-time social campaigns across Twitter, YouTube, Facebook, blog, and PR channels while ensuring consistent messaging within brand guidelines.

EDUCATION

THE OHIO STATE UNIVERSITY

Columbus, OH

Bachelor of Science in Industrial Design (BSID) | Specialization in Product Design

AWARDS

Silver Addy | Xbox Dreamscape Adventure

2021

Forrester Groundswell Award | Autodesk Gamification

2014

Webby Award | Speckproducts.com

2012

I.D. Magazine: Annual Design Review | Limited Brands: Annual Report

2006

One Show Merit Award | Burton Snowboards

2001

One Show Bronze Pencil Award | Express

2001

Silver Clio Award | Express

2000

TOOLS

Proficiency: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), MagicaVoxel

Familiarity: XD, Sketch, Figma

INTERESTS

PC Building, Virtual Reality & Augmented Reality (AR / VR), 3D Modeling, Unity, Illustration, Typography, 10-foot UI, Video Game Design, Photography, Product Design