Jason Rector • Multimedia Designer
Central Coast, CA • 415-203-4226

Hello, thanks for viewing my resume. I have 20+ years of design experience working with teams and individuals delivering a wide variety of media. Brand champion, applying a streamlined production process, and extensive knowledge of all relevant design programs...more production, less time to complete.

Online Portfolio
http://www.rectorlabs.com

1/07 to 4/25 – Jay-Cyn Designs, Fabricworm and Birch Fabrics
1228 11th Street Ste 104, Paso Robles, CA • 415-309-1901
Co-founder, Lead Designer – Part-time as Needed
Fabric Design, Multimedia Design, Web Developer, Marketing Director

3/23 to 12/24 – Spear Marketing Group Spearmarketing.com
1630 North Main Street, Suite 200
Walnut Creek, CA 94596 • 925-891-9050
Contract Graphic Designer
Develop creative concepts and campaign executions. Communicate and collaborate with account staff, Traffic Manager, Creative Director and other designers to ensure on-time and quality delivery. Design email templates, landing pages, microsites and banner ads. Design and concepting of social media ads and campaigns.

6/22 to 2/25 – The Bennet Group bennetgroup.com
Honolulu, HI • 808-224-5337
Contract Graphic Designer
Develop monthly newsletters, social media graphics, video, photo editing and a variety of other projects as needed for the various companies they represent.

RectorLabs – Contract Multimedia Design Services
Full production design from concept to completion. Product demos, digital marketing, cross platform social media design and management, user interface design, presentation speaker support, trade show graphics and support, PowerPoint presentations, Keynote presentations, image retouching, video production, digitizing, color separations, brand design, website design, web graphics, animated Gifs, social media graphics and videos, print design, brochures, posters, catalogs, magazine ads, archiving, and full production Screen Printing.

Computer Experience
Proficient with the following applications on all current Macintosh OS and Windows OS:
Current Adobe Creative Suite with an emphasis on Photoshop, Illustrator, InDesign, and After Effects. Canva, Tumult Hype, Articulate 360, Acrobat Pro, Keynote, Microsoft PowerPoint, Goggle Apps, Hubspot. Knowledge of WordPress and email campaign programs like Mailchimp.

Up to date on most relevant file sharing techniques, Goggle, Figma, Dropbox, etc.

Education
City College of San Francisco, Digital Media Certificate Program
San Francisco State University, Graphic Communications Credential Program
Cuesta College San Luis Obispo, General Education
American Printing Institute, Courses in Index Color Printing and Process Color
Media Alliance, Advanced Photoshop, HTML, Digital Marketing
Center for Electronic Art, Advanced After Effects, Photoshop, Sound and Video
ICDA, Final Cut Pro, Microsoft Office, Abobe Creative Suite

Please review my online portfolio and resume for a quick overview of my experience.
Thanks for your consideration,
Jason Rector
415-203-4226
https://www.rectorlabs.com/

* All links are for internal review only and are not to be shared.

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e-Learning Design Process Sample

First step of this process is to work with the scripts supplied or that I contribute to through the customer/team guidelines. Working with brand, color pallets, fonts and gathering image assets to coordinate with the customer/teams.


Second step is to gather assets and edit or create pixel or vector based imagery in Adobe programs to meet the requirements of the scripts. Then put them into a storyboard format for approval using programs like PowerPoint, Word, Keynote, Goggle Docs and Illustrator.

Third step of my production process is importing the assets from the storyboards and applying animations in a variety of programs like Tumult Hype shown here.

Fourth step is the final deliverable that applies to the format it will used for...Internet, Local Network, Customer/Employee specific, MP4, etc...The In A Pinch Demo is available for viewing at www.rectorlabs.com/multimedia
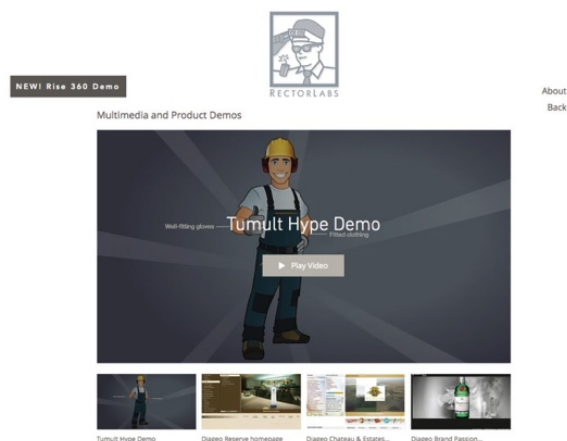
First step of this process is to get a general concept of the look and feel of the company from the client. I then pull appropriate graphics and imagery to compliment that vision and start working with text and layout. I usually try to start with at least three concept samples and go from there.

Once the logo and color pallet is approved I supply the logo in various sizes and formats. Then I move onto designing graphics and printed materials per the clients needs. This is the fun part for me.


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Web Graphic Design Process Sample

First step of this process is to gather appropriate imagery from the client, or sourced from a stock art site and gather the brand guidelines and specs for the web or social media usage.

Second step of this process is to do any digital edits to the imagery, create any other design elements and then layout the graphics following the brand guidelines. After any edits per the clients request I deliver the graphics sized for their specific usage.
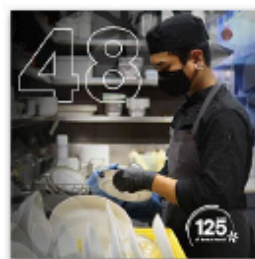
First step of this process is to work with the script to gather assets and get the general direction of the project. InDesign has a particular file structure that has to be set up before production can start, document specs and links folder are done at this point.

Once all the assets are in place and the final deliverable dimensions are established I start designing by applying the Brand Guidelines for each project, complete the layout and post for client approval.

Most projects are multi purpose so I usually have to set up a package of printed materials, email marketing blasts and social media graphics.

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PowerPoint Presentation Process

As PowerPoint remains a favorite presentation tool I continue to produce these on a regular basis. Straight forward process of gathering assets that conform to the brand guidelines of the client. Then mock-up the presentation for approval and finish by animating the appropriate graphics and text.