



Jason Rector • Multimedia Designer
San Luis Obispo, 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>

3/23 to present – 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 present – 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.

1/07 to Present – Jay-Cyn Designs, Fabricworm and Birch Fabrics

1228 11th Street Ste 104, Paso Robles, CA • 415-309-1901

Co-founder, Lead Designer

Fabric Design, Multimedia Design, Web Developer, Marketing Director

RectorLabs – Contract Multimedia Design, e-Learning, Graphic Design

Full production design from concept to completion. Projects included interactive e-learning development, product demos, user interface design, presentation speaker support, trade show graphics, PowerPoint presentations, Keynote presentations, image retouching, video production, digitizing, color separations, brand design, website design, web graphics, animated Gifs, printed materials, brochures, posters, catalogs, magazine ads, full production Screen Printing, etc.

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. Knowledge of WordPress and email campaign programs like Mailchimp.

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

Education

City College of San Francisco, Graphic Communications

San Francisco State University, Graphic Communications

Cuesta College San Luis Obispo, Art & Design

American Printing Institute, Courses in Index Color Printing and Process Color

Media Alliance, Advanced Photoshop, HTML, Web Design

Lynda.com Training Courses, Flash, Fireworks, Dreamweaver

Center for Electronic Art, Advanced Flash, Sound and Video

ICDA, Final Cut Pro, Dreamweaver, Flash, Director

Center for Electronic Art, Advanced After Effects

Please review my online portfolio and resume for a quick overview of my experience.

Thanks for your consideration,

Jason Rector

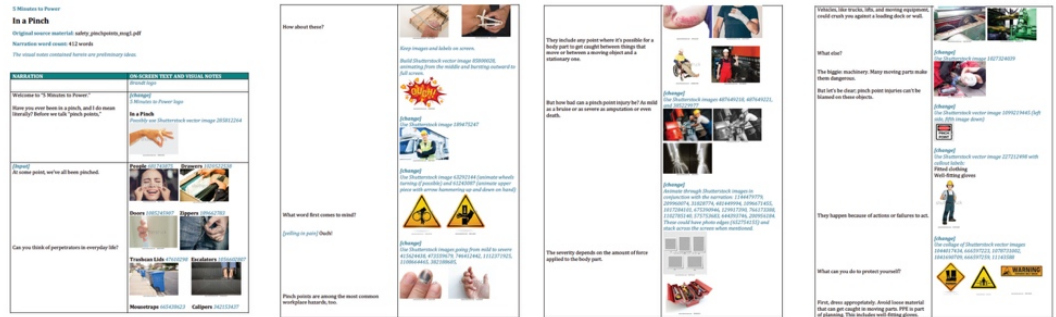
415-203-4226

<https://www.rectorlabs.com/>

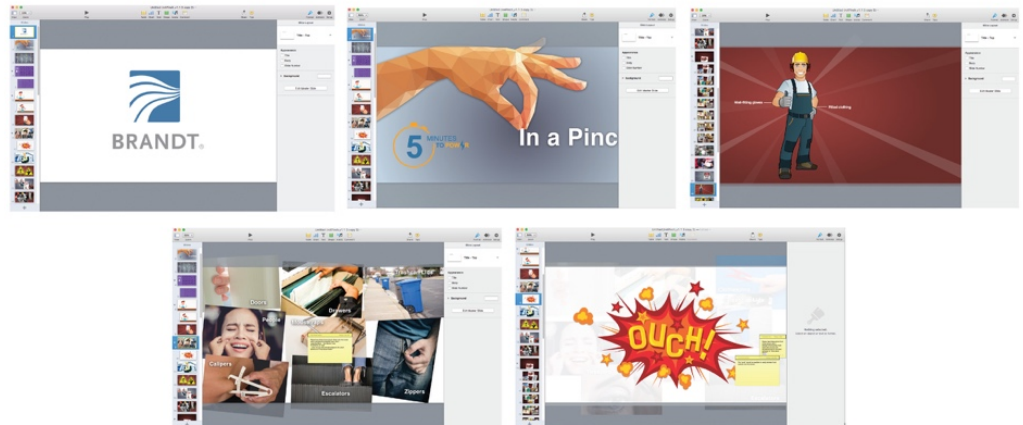
* All links are for internal review only and are not to be shared.

Jason Rector • Multimedia Designer 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.



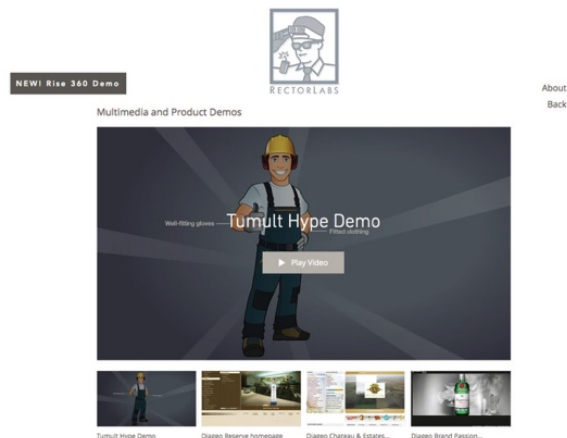
Second step is to gather assets and edit or create pixel or vector based imagery in Adobe programs to meet the requirements of the scripts. Then put them into a storyboard format for approval using programs like PowerPoint, Word, Keynote, Goggle Docs and Illustrator.



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 be used for...Internet, Local Network, Customer/Employee specific, MP4, etc...The In A Pinch Demo is available for viewing at www.rectorlabs.com/multimedia



Jason Rector • Multimedia Designer
Logo and Brand Design Process Sample

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.



Jason Rector • Multimedia Designer
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.



[illegible]

Kalaheo Living

Discover the beauty of Kalaheo, Hawaii. From its stunning beaches to its rich cultural heritage, Kalaheo offers a unique and unforgettable experience. Explore the town's history, enjoy the local cuisine, and take in the breathtaking views of the Pacific Ocean.

Celebrating Earth Day

Join us in celebrating Earth Day, a global event dedicated to raising awareness about environmental issues and inspiring action to protect our planet. We will be holding a series of events, including a community cleanup, a tree-planting activity, and a presentation on sustainable living.

Growing Our Community

Our community is growing, and we are proud to support the local food system. We are currently seeking volunteers for our community garden, where you can grow your own food, learn new skills, and connect with others. We also have a list of local farmers and vendors who offer fresh, locally-sourced produce.

Opening Community Events

We are excited to announce the opening of our new community center, a space where we can host a variety of events, classes, and activities. We will be holding a series of events, including a community meeting, a presentation on the center's mission, and a tour of the facility.

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REFLECTORLABS

Jason Rector • Multimedia Designer
PowerPoint Presentation Process

The collage consists of 15 cards, each with a unique design and color scheme, primarily using H-E-B's red, white, and teal colors. The cards are arranged in a grid-like fashion, with some overlapping. The content of the cards includes:

- Partner Stock Plan**: A card with a blue background, featuring the H-E-B logo and the words "Wise" and "Responsibility" with corresponding icons.
- Getting In The Partner Stock Plan Is Easy**: A card with a white background, featuring the H-E-B logo and a list of requirements: "Work specified amount hours", "Enrolment is automatic", and "Once eligible, you are automatically enrolled".
- Wise**: A card with a blue background, featuring a line graph icon and the word "Wise".
- Responsibility**: A card with a blue background, featuring a group of people icon and the word "Responsibility".
- H-E-B Performance**: A card with a dark blue background, featuring a speedometer icon and the words "H-E-B Performance".
- CONVERSION**: A card with a teal background, featuring a piggy bank icon and the words "CONVERSION", "Transition Of The Cash Value Of The PSP Account", and "INTO A FUND".
- Allocation**: A card with a red background, featuring the H-E-B logo and the word "Allocation".
- Dividends**: A card with a dark blue background, featuring the H-E-B logo and the word "Dividends".
- Stock Value**: A card with a teal background, featuring the H-E-B logo and the words "Stock Value".
- OWNERSHIP**: A card with a teal background, featuring the H-E-B logo and the word "OWNERSHIP".
- Partner Stock Plan**: A card with a white background, featuring the H-E-B logo and a list of icons representing different aspects of the plan: Transportation, Admin, Small Market, Payroll, Warehouse, Manufacturing, Store, Competitive Environment, Sales & Marketing, and More.
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