

Jason Lara

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DESIGN & CREATIVE DIRECTOR

Creative Strategy | Art Direction | Graphic Design

Design-thinking, creative professional with 25+ years of agency, start-up, and entrepreneurial experience bringing all forms of ideas to life — then managing innovation cycles to keep those ideas healthy, relevant, and growing. Firm believer in the primacy of the customer experience. Articulate communicator adept at defining and solving problems, building and leading creative teams, developing brands, and to put it crudely (but effectively), being the one that does everything it takes to make sure all the shit gets done.

WORK EXPERIENCE

Proof Advertising and Marketing – *Austin, Texas*

July 2023 - Present

Associate Creative Director

Responsible for all agency creative for banking software client, Kasasa.

- Liaise with client's marketing director to plan and execute all creative output.
- Work in client's Jira and SharePoint instances to receive, coordinate, execute, and deliver all creative assets and trained internal agency resources on those systems.
- Develop processes to speed up production of client's constant stream of requests and led review-and-revise cycles that resulting doubling and sometimes tripling speed of output.
- Lead and mentor agency resources involved in the production the creative.
- In addition to work on principal client, step in as an additional resource where needed for additional clients, including Subway, Grease Monkey Automotive, and others.

SwagHub – *Austin, Texas*

December 2020 – July 2023

Design Director

Established and directed the design department for SwagHub, a start-up that provided a different and better way for businesses to use branded merchandise to spread the word about themselves.

- Led small team and was principal designer of the user experience and user interface output for SwagHub's proprietary 3-application platform.
- Worked closely with the platform's development resource via agile sprint methodology to bring the platform from concept to prototype to launch.
- Manage a group of designers in America and overseas who used our platform to create and deploy designs for products and online stores, leveraging hundreds of product templates that allowed for quick mockups and store designs.
- Personally designed and launched stores for dozens of clients, averaging under 2 weeks per store fully stocked with products branded with client creative.

VP Client Experience

Co-founded the company and for ten years, oversaw all creative and user-experience output produced by our team of designers for clients of all sizes.

- Developed for launch all the design elements of the Seeds program for Home Depot, including identity, UX, UI, and platform design. Within weeks of launch, we took their dedicated reviewer roster from 0 to several hundred, reaching this goal nearly two months ahead of schedule.
- Served as design lead on creation of new offering from the world's largest ratings and reviews platform, Bazaarvoice. Their Sampling program went from a pilot program with a single client to serving hundreds of clients in under a year, becoming an integral pillar of their software platform, driving millions of dollars of revenue annually.
- Designed interface for and launched a massive ratings and reviews portal for Walt Disney World's hotels, restaurants, and attractions, successfully adhering to Disney's complex design guidelines.
- Lead creative efforts to design and launch websites for the Millstone Medical and CIS Group, two of the nation's largest entities in the post-manufacture medical services and insurance and financial data collection industries respectively.

EDUCATION

University of Texas at Austin – *Austin, Texas*

Bachelor of Fine Arts – Design, May 1998

PROFESSIONAL SKILLS

- Strategic planning
- Brand strategy
- Team management
- UX/UI (websites, applications)
- Graphic design (logo & branding, infographics, presentations)
- Learning and understanding tech at levels needed to best hand off to development teams — delivering concepts and assets that lead to smoother development and faster launches
- Fluent in Portuguese and proficient in Spanish

TECHNOLOGIES

- Adobe Creative Suite
- Microsoft Office and Apple Productivity Suites
- Figma
- Content management systems (Wix, Squarespace, WordPress, ExpressionEngine, HubSpot)
- Graphic design (logo and brand systems, infographics, presentations)