

# Jared Strouse

Communication Design

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## Qualifications

Very well rounded designer with experience in print, interactive and product design. Passion for creativity and design, strong work ethic, excellent sense of typography and layout, capable of meeting tight deadlines and experience working in an individual or team based environment.

Extensive experience in Adobe Illustrator, InDesign, Photoshop, Flash CS4, Dreamweaver, Fireworks and QuarkXPress.

Knowledge of XHTML, CSS, PHP, jQuery, ActionScript 2, ActionScript 3 and SEO.

## Education

Kutztown University, Kutztown, PA  
B.F.A. Communication Design, May 2008  
Concentrations in Advertising Design and Interactive Design  
3.31 GPA

## Awards & Honors

2010 Gold Hermes Creative Award  
2008 Diane V. Dockery Advertising Design Award  
Selected to attend the Art Directors Club national portfolio review for advertising in New York City.  
Invited to speak at the 2008 Taking the Plunge event at Kutztown University.  
Dean's List Fall 06 - Fall 07

## Experience

**Art Director** Get Ready Girls, *Doylestown, PA. Fall 08 - Present*

Combination of graphic, web and fashion design. Lead role in concept, design and production of products and marketing materials for college licensed goods. Responsible for bringing new products to market from concept to production and developing collateral materials for marketing. Coordinated with printers, manufactures and factories both domestic and overseas to select fabric, approve print quality, assure color consistency and construct packaging. Managed company website and provided interactive direction by creating investment presentations, web pages, Facebook promotions and email campaigns.

**Creative Consultant** VSE INC, *Langhorne, PA. February - Present*

Worked with a diverse creative team, to develop an advertising campaign that spanned both print and interactive media. Assisted in the re-design of a website to match the advertising campaign. Created a series of flash banner ads.

**Freelance Designer** Media Mark Spotlight, *Philadelphia, PA. May 2010 - Present*

Set up social media content including Facebook pages and Twitter pages. Worked on existing website making design updates, adding pages and creating detailed PHP forms. Responsible for the design of marketing materials for various clients.

**Freelance Designer** O3 World, *Philadelphia, PA. Summer 08*

Provided conceptual and creative support in a pitch to a new client. Worked on several campaign concepts that resulted in the company gaining a new client. Learned the importance of time management and meeting deadlines.

**Intern** The Anderson Group, *Sinking Spring, PA. Fall 07*

Responsibilities included designing advertisements, logos, direct mail and point of purchase displays. Attended meetings with clients, photo shoots and brainstorming sessions. Developed a BTB direct mailer that brought a new client to the agency.

**Intern** America On Wheels, *Allentown, PA. Summer 07*

Designed logos, direct mail and posters for a variety of events. Developed web and interactive concepts. Contacted printers to acquire quotes and estimates.