



Jason Harskjold | Phone 817.691.3601 | Email: [jason@harskjold.com](mailto:jason@harskjold.com)

**PORTFOLIO**  
[harskjold.com](http://harskjold.com)

**EDUCATION**

BFA in Visual Communications from the University of North Texas College of Visual Arts and Design with a minor in the study of International Marketing.

**QUALIFICATIONS**

I have experience in all levels of the creative process as an art director, multi-channel marketer & UX interaction designer. Building brands and conceptual development are my strongest skills and I have experience in all areas of B2C and B2B. Being a hands-on creative has led to an expert level of proficiency in all major computer software including Adobe Creative Cloud-Illustrator, Photoshop, InDesign, Keynote, Sketch, Craft, InVision and Figma.

I am versed in all aspects of TV and video creation and production, photography, interactive design thinking and development of user-first UI/UX responsive web & app, research, wireframes, prototyping, user testing, social media engagement and all types of visual design. Additionally, I have proven experience in concept and development in the experiential space.

- Extensive experience in both traditional and interactive.
- Leader in major shifts in marketing including the birth of brands on the web and the launch of social media.
- Worked on global, national and regional accounts, with agencies both large and small.
- Awards including a Cannes Cyber Lions, 2 London International Advertising Awards and several Addy awards.



**KEY SKILLS**

- |                           |                             |                     |                           |
|---------------------------|-----------------------------|---------------------|---------------------------|
| • Strategy                | • Multi-channel Development | • Time Management   | • Agile                   |
| • Brand Integration       | • Interactive Design        | • UX, Mobile App    | • Expert Art Director     |
| • Social Media Engagement | • Strong Leadership         | • Conceptual Leader | • Expert with Adobe       |
| • Design Thinking         | • User First Approach       | • Broadcast         | • Expert Graphic Designer |

**WORK EXPERIENCE**

**CITIBANK GLOBAL - ASSOCIATE CREATIVE DIRECTOR , UX DIGITAL PRODUCT DESIGNER, VP  
2019 - Present**

On the global pay team I work on all things related to money movement for web and mobile. Partnering with product owners and various business units to create wireframes, lo/hi-fi prototypes through collaboration and design thinking exercises with other designers and application developers using Sketch, InVision, Figma and various Adobe programs. Management of projects and provide leadership to junior designers to facilitate the growth of internal teams, and lead the project from concept to execution to launch. Participate in user testing sessions and coordinating iterative implementation of the UX based on feedback by analyzing data. Ideation, iteration and development of global banking products for Citi mobile and web.

**CLIENTS:** CitiBank Global

## **FREELANCE CREATIVE DIRECTOR & SENIOR UX/UI DESIGNER**

**2017 - 2019**

Creative direction, art direction, project management and consultation for a wide variety of ad agencies and corporate clients. Work includes creative, concept, visual design and brand development for traditional shopper, print & interactive UX/UI design for desktop and mobile using a user-first design approach. Creating wireframes, lo/hi-fi prototypes through collaboration with product owners and application developers using Sketch, InVision and various Adobe programs. Management of freelance and studio employees on direction of projects, as well as, dev teams.

**CLIENTS:** AT&T, TCU & TX Whiskey, Frito Lay, Pepsi, Pizza Hut, American Airlines

## **BOTTLEROCKET STUDIOS - FREELANCE SENIOR ART DIRECTOR / UX DESIGNER**

**2016 - 2017**

Concept, art direction and UX design for mobile app, web and responsive using agile work methodologies to create user experiences. Generated pixel-perfect layouts using Sketch and various Adobe software to generate user flows, wireframes and lo/hi-fi designs.

**CLIENTS:** 7-Eleven desktop and mobile website

## **TPN - ASSOCIATE CREATIVE DIRECTOR**

**2016 - 2016**

Creative development in shopper experience for national retail of Cricket Wireless in all major retailers including Best Buy, Target, and Walmart. Included development and management of a 3 person creative team in concept and development of UX interactive, in-store point-of-sale, packaging and overall shopper experience for the retail.

**CLIENTS:** Cricket Wireless

## **PETMATE - CREATIVE DIRECTOR**

**2013 - 2016**

Corporate creative director over internal creative department for multiple brands. Development and management of 5-person direct report creative team, as well as freelance staff, and all corporate branding, budgeting, print management both domestic and overseas and overall workflow. Projects ranged from point-of-sale, UX and launch of ecomm website and several microsites, packaging, tradeshow and broadcast, as well as, various branding elements for multiple categories in all major retailers including, PetSmart, Petco, PSP and Walmart. Including concept and development in the shopper experience and retail strategies space for PetSmart and Walmart that lead to a complete overhaul of their categories by creating a "shop by size" component. This not only lead to a re-imagining of all categories, including support for licensed products and private label merchandise, but also earned us Vendor of The Year from PetSmart.

**BRANDS:** Petmate, Chuckit!, Aspen Pet, JW Toys, Wetnoz, Calmz, Jackson Galaxy, Miranda Lambert MuttNation, WWE, & Fat Cat.

**ACHIEVEMENTS:** Overall budget saving for department of \$250K in first year. Restructure of team to better utilize and grow internal team of talent, UX and creative direction of 4000+ sku ecomm website, ground up concept to execution for a complete shopper marketing experience for PetSmart that lead us winning Vendor of the Year.

## **SOUTHSIDE SALSA - CREATIVE DIRECTOR / OWNER & CHEF**

**2012 - 2014**

An all natural, limited ingredient salsa line for both a fresh salsas and the first Craft Beer salsa on the market. I created the business and lead all creative direction for lines. Also created a co-branded line of craft beer salsa with Rahr Brewery. Created the brand, packaging, interactive and social components. Grew the brand from a startup to shelve space in all Central Markets, Specs and Total Wine across North Texas.

**LAUNCHED:** Business idea, brand, interactive elements, social engagement, recipes, pop and packaging

**ACHIEVEMENTS:** First Craft Beer Salsa shelf space in Central Market, Specs & Total Wine

## **THE BACON WAGON FOOD TRUCK - CREATIVE DIRECTOR / OWNER & CHEF**

**2011 - 2013**

A gourmet bacon focused food truck that used local sourced and organic bread, bacon and vegetables. I created the business and lead all creative direction for food truck. Created the brand, recipes, social engagement, truck design and all promotion materials. Grew the brand and the truck to one of the most successful trucks in the DFW market from 2011-2013 and organically grew over +2K followers in via social networks.

**CREATED:** Business idea, brand, truck, interactive elements, social engagement, recipes, and packaging

**ACHIEVEMENTS:** Voted best food truck in Dallas 2011

## **ENCIRCLE MARKETING | TRACYLOCKE - SR ART DIRECTOR**

**2006 - 2011**

Encircle Marketing, a division of TracyLocke. Worked on creative concept and development for broadcast TV, point-of-sale, website & social, packaging and various branding campaign elements. Including concept and development in the point-of-sale and experiential space.

**CLIENTS:** Taco Bueno QSR, Community Coffee, Samsung, Ravenswood, Grand Ole Opry, Zatarains, Irwin, Bernzomatic, Avocados from Mexico, Kings Isle, Wizard 101, Stubbs, Senior Helpers, Museum of Science

**NEW BUSINESS WON:** Samsung, Grand Ole Opry, Avocados from Mexico, Wizard 101 & Senior Helpers

**ACHIEVEMENTS:** As creative on Taco Bueno Mexican Restaurant for over 5 years, I was responsible for a complete menu overhaul and redesign for both interior and exterior applications. I worked on concept stores including environmental graphics, as well as, the overall experience through interior design and branding. I redesigned all packaging, created all concepts for POP and promos in conjunction with campaign broadcast and as independent LTO's. I was also responsible for getting Bueno to join Facebook and help facilitate the growth of that community through social channels and relaunched a new website in the process.

Rebranded and reimagined The Grand Ole Opry brand

Launched several new Samsung phones

## **UNIVERSITY OF TEXAS AT ARLINGTON - ADJUNCT PROFESSOR / INTERACTIVE & GRAPHIC DESIGN**

**2005 - 2009**

Adjunct Professor for the University of Texas at Arlington School of Visual Arts in UI and interactive website design using HTML principals in Adobe Photoshop, Fireworks, Dreamweaver & interactive animations in Flash. Also taught in visual design, graphic design and campaign development .

## **RADIOSHACK - SENIOR ART DIRECTOR / ASSOCIATE CREATIVE DIRECTOR**

**2003 - 2005**

Lead creative for in-house packaging design and point-of-sale. Launched rebrand across all product lines, designed and created innovative packaging solutions for consumer electronics and toys.

**AWARDS:** 2 London International Advertising Awards for Cat in the Hat toy line

## **TRIBAL DDB - SENIOR INTERACTIVE ART DIRECTOR / WEB DESIGNER**

**1999 - 2003**

Senior interactive art director and designer for creative UI & UX development/design of interactive websites and online marketing campaigns and various web based experiences. Responsible for the launch of some of the largest brand .com sites at the time using emerging technologies and principles. Utilized dynamic content, multi-channel cross promotion, interactive animations, POV video and user tracking

**CLIENTS:** Launched websites for Pepsi, Diet Pepsi, Mountain Dew, Code Red, Curel, Subaru & Airforce. And developed various online digital and multimedia campaigns for American Airlines, DDB, DSVC, Ceridian & APBNEWS

**AWARDS:** Cannes Cyber Lions for DSVC online ROUGH Magazine

**#KEYWORDS**

big ideas, conceptual, brand builder, graphic designer, artist, sculptor, entrepreneur, skydived, rescue animals, classic car builder, music nerd, pop culture fan, food truck owner, salsa company owner, mid-century modern collector, 60s pop art, 70s decor, foodie, martial arts student and I still own all of my original toys from my childhood including Star Wars and Evil Knievel.

**A FEW FAVORITE MUSICIANS**

Pennywise, Reverend Horton Heat, Dwight Yoakam, Social Distortion, Leon Bridges, Tesla, Miles Davis, Rise Against, Motley Crue, Waylon Jennings, Jack White, Slash, Prophets of Rage, Bob Mould, Dale Watson, Bowie, The Roots, Foo Fighters, Wolfmother, Public Enemy, Greta Van Fleet