



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, designer and multi-channel marketer. Building brands and conceptual/campaign development are my strongest skills and I have experience in all areas of B2C and B2B marketing. 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, Dreamweaver, Fireworks, Flash, Muse, Keynote, Sketch and InVision.

I am versed in all aspects of TV and video creation and production, photography, interactive development UI/UX (responsive web & app), social media engagement and all types of printing both large and small. Additionally, I have proven experience in concept and development in the experiential shopper marketing retail space.

- Extensive experience in both traditional and interactive advertising.
- 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 | • Good Under Pressure | • Agile methodology       |
| • Brand Integration       | • Interactive Design        | • UX, Mobile App      | • Expert Art Director     |
| • Social Media Engagement | • Strong Leadership         | • Conceptual Leader   | • Expert with Adobe       |
| • B2B and B2C             | • Strong Presenter          | • Broadcast           | • Expert Graphic Designer |

**WORK EXPERIENCE**

**FREELANCE CREATIVE DIRECTOR – UX DESIGNER**

**MAR/17 –**

Managed, creative directed, and consulted with a wide variety of ad agencies and corporate clients. Work included creative, concept, visual design and brand development for print and web.

**CLIENTS:** Frito Lay, Pepsi, American Airlines, Hershey, Power Service Diesel

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

**SEPT/16 – MAR/17**

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

**CLIENTS:** 7-Eleven website & app and Southwest Airlines app.

## **TPN – ASSOCIATE CREATIVE DIRECTOR**

**MAY/16 – OCT/16**

Creative development in shopper experience for national retail of Cricket Wireless in all major retailers for wireless products including Best Buy and Walmart. Develop and manage a 3-person creative team in concept and development of instore point-of-sale, packaging and overall shopper experience for the retail space.

**CLIENTS:** Cricket Wireless

## **PETMATE – CREATIVE DIRECTOR**

**APRIL/13 – MAY/16**

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, ecomm website, 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 marketing 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 reimagining 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.

## **THE BACON WAGON FOOD TRUCK – CREATIVE DIRECTOR**

**AUG11 – MAR/13**

Created the business and lead all creative direction for an all bacon 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. Voted best food truck Dallas A-List 2011.

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

## **SOUTHSIDE SALSA – CREATIVE DIRECTOR**

**MAR13 – DEC/16**

Created the business and lead all creative direction for an all-natural salsa line. Also created a co-branded line of craft beer salsa, the first of its kind, with a local craft-beer brewery. Created the brand, packaging, interactive and social component. Was able grow the brand from a startup to shelf space in all Central Markets, Specs and Total Wine across DFW.

**CREATED:** Business concept, recipes, brand, interactive elements, social engagement, pop and packaging.

## **ENCIRCLE MARKETING | TRACYLOCKE – SR ART DIRECTOR/ACD**

**MAY/06 – AUG/11**

Lead creative on 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, Blockbuster, Zatarains, Irwin, Bernzomatic, Avocados from Mexico, Kings Isle, Wizard 101, Stubbs, 7, Senior Helpers, Museum of Nature and Science

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

**UNIVERSITY OF TEXAS AT ARLINGTON – ADJUNCT PROFESSOR**

**APRIL/05 – MAY/09**

Graphic design and website design instructor for University of Texas at Arlington School of Visual Arts

**RADIOSHACK – SR ART DIRECTOR/ACD**

**JAN/03 – MAR/05**

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 – SR INTERACTIVE ART DIRECTOR / UX DESIGNER**

**MAY/98 – NOV/02**

Creative UI & UX development/design of websites and online marketing campaigns and various web based experiences. Responsible for the launch of some of the largest brand sites at the time using emerging technologies and principles.

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

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

**LARKIN,MEEDER & SCHWEIDEL – AD/SR ART DIRECTOR**

**JUNE/95 – OCT/97**

Concept and ad campaign development for consumer products, including packaging and print.

**CLIENTS:** Poulan/Weedeater, Oklahoma Natural Gas, Wet N' Wild, First USA, American Quarter Horse Association, Holiday Inn, On-ramp Internet, Grandy's QSR, Gameday Sports Network

**#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.