

# MANNY JASUS

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## PROFESSIONAL SUMMARY

Senior Graphic Designer and Art Director. Diligently working to bring ideas to life through thoughtful, visually compelling branding and intuitive, user-centered design solutions.

## SKILLS

Identity and Branding Design, Existing Brand Expansion, Print Design, Collateral Creation, Packaging Design, Digital Design including Web and Social Media Graphics, UI/UX Design, Wireframing, Prototyping

## EXPERIENCE

### **FOUNDER | ART DIRECTOR | GRAPHIC DESIGNER – OBEDIENT MACHINE** **12/2015 – PRESENT**

At OBEDIENT MACHINE I design original brand identities and creative user experience solutions, improve and expand existing brands, and create experimental personal projects and art.

### **CREATIVE DIRECTOR – MESH INTERACTIVE** **11/2021 – 01/2022**

I worked with life science and bio/medical related companies to produce identity and branding solutions as well as web, social, and presentation graphics. This work not only set them apart in their respective markets, but also helped to increase their brand reach and customer engagement.

### **CREATIVE LEAD | GRAPHIC DESIGNER – OSRAM SYLVANIA** **07/2019 – 11/2021**

As one of two designers, I produced print and digital assets for major retailers such as Autozone, NAPA Auto Parts, O'Reilly Auto Parts, and Walmart in the USA, Canada and Mexico, as well as internal SYLVANIA marketing needs.

- Designed custom packaging, installation guides, point-of-purchase signage, displays, and digital assets for 3 completely new product lines (Off-Road Lighting, Tire Inflators, and Battery Inverters).
- Created and updated packaging and other graphics for existing SYLVANIA automotive lighting products, as well as refreshing point of purchase signage and other in-store displays to make them more noticeable and easier to read.
- Collaborated and communicated with internal marketing and data analytics teams, external web development and advertising agencies to direct UI/UX visual design on projects. Created design concepts for improved educational and consumer microsites and landing pages, as well as helping to shape the UX of the new SYLVANIA website.
- Redesigned 5 separate bulb replacement guide catalogs and helped coordinate printing, tracking, and delivery of 60,000+ copies to retail stores.
- Responsible for large graphic, and interactive display designs for trade shows, activation tours, and other events.

### **ART DIRECTOR – 4WALLS MEDIA GROUP** **11/2016 – 05/2018**

I was the creative lead for visual design and user experience web projects, logo design and branding, print advertising and collateral creation including signage and brochures, as well as social media and other marketing graphics for a variety of industries including manufacturing, real estate, restaurant, and hospitality clients.

- Managed projects and collaborated with marketing, development teams, project managers, and other designers.
- Adapted marketing strategies, development practices, and budget challenges into successful visual solutions.
- Created original website designs for a wide variety of industries while following user experience best practices.

### **SENIOR UI/UX DESIGNER | TEAM LEAD – SILVERTECH, INC.** **07/2009 – 12/2015**

In this role, I grew from entry-level designer to senior-level UI/UX Team Lead. Mentored and managed a team of 3 designers. Collaborated with strategists and developers to design custom websites for a variety of CMS and marketing technology platforms for clients in the financial, technology, travel and tourism, and e-commerce industries.

### **BS + MA ARCHITECTURE – NORWICH UNIVERSITY**

### **EAGLE SCOUT – BOY SCOUTS OF AMERICA**