

Jacob Maraya

Art Director • Designer • Artist

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Portfolio: jacobmaraya.com

SKILLS & INTEREST

Creative Suite knowledge
(Adobe Creative Suite)

Creative Marketing Concept

Clean & Well-Constructed Design

Creative Team Management

Messaging & Branding Consistency

Brand Creation & Reinvention

Packaging & POS Design

Corporate Identity Branding

Photography Direction

Project Coordination

Content Strategy

Concept Development

Creative Direction

Advertising Campaigns

Marketing Knowledge

Adobe InDesign

Figma

Adobe XD

Sketch

Organizational Skills

Adobe Photoshop

Client Presentation

Typography

Deadline-Oriented

Storyboarding

Complex Problem Solver

Layout Design

Proficient in Adobe Acrobat

Design Thinking

Design Research

Excellent Team Player

Friendly, Positive Attitude

Dependable & Responsible

Supervision & Leadership

Amateur Surfer & Yoga

Nomad Traveller

The Rescue Project
(Fostering abandoned, neglected &
forgotten animals.)

With my extensive experience in advertising, I can art-direct and create innovative and engaging campaigns for various consumer brands. I have a strong background in integrated marketing, with skills in creative direction and new media. Currently residing in Kansas City, I am open to full-time or freelance projects, both remotely and on-site.

EXPERIENCES:

Freelance / Art Director / Designer / Artist

2022 - Present, Kansas City (On-Site or Remote)

Designed branding initiatives with local businesses. Clients include The Decksperts, Primavera Outdoor Solutions, 7WestAvenue.com, and Harmony Project KCMO.

Digitas (IL) / Associate Creative Director

2021 - 2022, Chicago, IL via Kansas City, KS (Remote)

Worked remotely, I art-directed multimedia web & online video campaigns for ALDI. ALDI is known as a no-frills store that often displays a variety of items at discount prices, specializing in staple items, such as food, beverages, toilet paper, sanitary articles, and other inexpensive household products.

The Futures Group / Associate Creative Director

2020 - 2021, Kansas City, KS (Remote)

Art-directed web media content for Synexis which utilizes cutting-edge BioDefense System to improve air and surface cleanliness.

AMC Theatres / Loyalty Art Director

2016 - 2020, Leawood, KS

I pushed for consistent loyalty and branding in all AMC Theatres projects across all channels. Enhanced the design quality by collaborating with marketing and advertising teams to maintain brand consistency throughout campaigns. Presented creative concepts and implemented continual feedback to achieve client satisfaction. I designed collateral to back up different marketing campaigns and convey ideas visually. I supervised the implementation of editing, color correction, and other post-production processes for Food & Beverage, Film-Marketing & the AMC Stubs Loyalty Program, including Insider and Premiere tiers.

Barkley / Senior Art Director

2014 - 2015, Kansas City, MO

Developed creative and innovative concepts, provided art direction for photo art, and created early sketches. Supervised the implementation of editing, color correction, and other post-production methods. Art-directed multimedia campaigns for Blue Bunny, Children's Health, FoodSaver, Cargill, and new business pitches.

Freelance / Sr. Art Director / Designer / Artist

2011 - 2013 (On-Site & Remote)

Created product launches, rebranding initiatives, e-commerce sales, direct mail, and opt-in creative campaigns. Clients included Motionstrand, CA; Leona Laurie Consulting, CA; Intex, CA; CommonGround, IL; RPA, CA; Ignited, CA; Stearns Lending, CA; DMS, CA; Traffik, CA; and Maxim, NY.

Publicis / Senior Art Director

2007 - 2011, New York City, NY

Responsible for developing, designing, and producing cross-channel brand-extending campaigns, including print ads, television ads, product launches, brochures, advertorials, websites, banner ads, billboards, iPhone campaigns, logos, product packaging, and more. Clients included Charmin, Citibank, Vicks, CitiField, Total Brand, Oral-B, Sit Or Squat, Hilton Honors, Jamba Juice, AdWeek, & Boostup.org.

RECOGNITIONS

Nominated Student of the Year and
Featured in Lürzer's Archive

Westminster Asian Arts Festival,

One Show Pencil

The San Francisco Show

ADDY'S Gold (State, Regional, National)

AdWeek Icon Award

Effies

New York Festivals

Clios

Work Exhibited at Smithsonian Cooper-
Hewitt National Design Museum for BoostUp.org.

Yahoo! Create For A Cause Contest
Winner \$750,000 in free media for BoostUp.Org

O'Toole Awards

FCS Portfolio Awards/NY

Radio Mercury Awards
top 50 Finalist with Jenny Grant

Communication Arts

REFERENCES

Jenny Grant - Creative Director
jennygrant763@gmail.com

Matt Verssue - Director, Brand Marketing
at AMC Theatres
mverssue@amctheatres.com

Julian Newman - Creative Director
juliannewman@mac.com

Ashley Garza - Client
ashley@thedeckspertkc.com

BBDO (NY) / Art Director / Designer

2005 - 2007, New York City, NY

I worked to develop a high-performing creative to execute design projects for multimillion-dollar multi-advertising campaigns successfully. Concept, design, and maintain graphical standards, templates, and resources. I led the creative direction of high-profile accounts. Served as client contact, art director, and graphic designer. Provided innovative concepts, photo art direction, and preliminary sketches. Helped coordinate and direct photo & TV shoots. Managed vendor relationships and approved press checks. Clients included: M&M's, AT&T, AutismSpeaks.com, Bank of America, Cingular (AT&T), Pizza Hut, and Lowe's Home Improvement.

Freelance / Art Director / Designer / Studio Artist

2002 - 2004, New York, NY

Collaborated with creative agencies to drive results through their work. I worked with clients in Fallon, NY: Timberland, Time, Virgin Mobile, and Starbucks. In addition, I have worked with Kraftworks in New York, which has clients such as Aldo, Cointreau, Wonderbra, Playtex, and InStyle Magazine.

Hal Riney & Partners / Art Director / Designer

1998 - 2002, San Francisco, CA

Skillfully worked with creative directors and directed the production of diverse collateral marketing materials, including oversized POP materials. Produced captivating brochures and compelling advertising campaigns while attending press checks, photo shoots, and client management meetings. Clients included: Sprint PCS, HP, Discovery.com, Replay TV, Saturn, United Way, WebVan.com, DoughNet, and EV-1.

ACADEMICS:

Chapman University / Bachelor of Arts degree in Advertising, focusing on creative arts and psychology.
Orange, CA

Interned with Rubin Postaer & Associates clients in Santa Monica, CA: Honda National & Kubota.

University of Technology (Study Abroad Program with Chapman University)
Sydney, Australia

Concentration on Film Design and Advertising.

Miami Ad School / Art Direction

Miami, FL

Portfolio Program & Interned at DDB Chicago. Clients included Bud Light, Henkel Products and Capital One.

Art Center at Night / Art Direction & Creative Writing

San Francisco, CA