

# JASON SODERLIND

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847.531.0628

## Key Capabilities

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- An experienced designer with a proven track records of developing creative and innovative designs, including collateral, advertising materials, Web site, brand identity and promotional items
- Record of successfully delivering creative materials to clients in diverse industries, including IT, retail, professional services, legal, education, non-profit, construction and event planning industries
- Ongoing leadership experience in art direction and the management of a Design Studio

## Experience

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### Market M, LLC (spin-off of H&K Small Business), – Chicago, Illinois

Senior Designer - November 2008 – Present

Associate Designer - August 2007 - November 2008

- Manages Design Studio for the development of all materials for various client projects, including collateral, advertising materials, Web site, brand identity and promotional items
- Develops various materials for client projects, including collateral, advertising materials, Web site templates, brand identity and implements client revision
- Mentoring design interns for client projects and real world working environment
- Oversees all printing coordination activities for respective client projects
- Serves as Design Studio client liaison with the Director of Projects for Creative Briefs and Client Design Review and Revisions Meetings
- Assists Director of Project develop and implement program management tactics and activities related to the Design Studio

### North American Die Casting Association (NADCA) – Wheeling, Illinois

Graphic Designer - February 2005 - July 2007

- Assisted and later served as creative lead for all organizational materials
- Designed/layout of two bimonthly magazines, promotional material for yearly conventions and Web advertising material

## Skills (Mac & PC)

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Proficient in Adobe Creative Suite CS3, Microsoft Office, Mac OS X.5, Constant Contact, Basecamp and Go-To Meeting

Soft skills in Digital Photography and Web development HTML and CSS editing

## Education

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Bachelor's Degree in Design

The American Academy of Art, Chicago, Illinois