

JONATHAN POWELL



A business-minded creative professional leading cross-functional teams through complex digital projects. Trusted by multi-billion dollar companies such as Merck, Johns Hopkins, Exelon, and Bell to facilitate multi-year deliverables that drive revenue and ROI.

EXPERTISE

A catalyst between design and production. Managing complex projects from discovery through delivery.

SKILLS

Project Management	Graphic Design
Marketing	Web Design
Communication	App Design
Public Speaking	Video Production
Technical Writing	Audio Production
CRM	Photography

EDUCATION

**Bachelors of Science:
Business Administration: Marketing**
Colorado State University
Fort Collins, CO | 2011

Associates of Arts: Digital Media
Front Range College
Fort Collins, CO | 2008

WORK EXPERIENCE

CO-FOUNDER, PRESIDENT

Look On Media, LLC & NeXR, LLC | 2016-Present

- Design and deploy internal systems for admin, sales, marketing, project development and delivery
- Manage project budgets ranging from \$100k - \$2.5m from discovery through delivery
- Manage cross disciplinary internal and external teams from discovery through delivery
- Successfully use Agile development with mix of Scrum and Kanban
- Conduct discovery for large clients with multiple stakeholders, identify and articulate needs, craft spec sheets and design documents
- Craft effective proposals and pitches with realistic SOWs, budgets, timelines, milestones, and terms
- Design all user experiences for software applications, mockups, wireframes, data and user flow
- Design and deploy custom analytics platform to capture valuable data for clients
- Identify and develop new markets for existing digital assets, new MVPs and pilot development
- Speak comfortably and convincingly at large conferences, webinars, panels, podcasts
- Plan, film, stitch, and edit 360 video and traditional video
- Create websites, graphic elements, branding, presentations, and print materials

DESIGN DIRECTOR

Bithgroup Technologies, Inc. | 2013-2016

- Create effective branding with logos, websites, and marketing materials
- Implement, manage, and maintain design standards through organization verticals including sales
- Design and produce powerful event presentations including both video and audio elements
- Craft and coordinate design materials with proposal and events teams
- Create dynamic sales tool suites for project leads including web portal, presentations, and print materials

PHONE (307) 760-0286

EMAIL jon@jonathanpowelldesign.com

WEBSITE jonathanpowelldesign.com

JP

JONATHAN POWELL

WORK EXPERIENCE (CONTINUED)

DESIGNER, PROJECT MANAGER

ThinkJPP, LLC | 2008-2013

- Create and lead development of high profile mobile apps throughout lifecycle totaling 1m+ user sessions
- Lead budget planning for development, marketing, user acquisition, download projections, and ad traffic
- Create and balance in-game economies to optimize engagement, retention, and conversion
- Craft and negotiate contracts for art, programming, and music licensing
- Coordinate nationwide launch campaign including press, interviews, and podcasts with industry publications
- Designed web, print, and audio materials for over 30 long-term clients including logos, branding, and advertising
- Created SEO and SEM strategies, and Flash to HTML5 conversions increasing visibility for multiple sites
- Developed positioning based on segmentation analysis targeting key audiences considering the competitive market landscape

WEB & GRAPHIC DESIGN ASSOCIATE

Digi-Graphics, LLC | 2006-2008

- Produced custom flyers, calendars, business cards, stationary, and print ads
- Digitally restored damaged photographs and prepared images for print utilizing custom color calibrations

SOFTWARE

Photoshop	Slack
Illustrator	ClickUp
Premiere	Trello
After Effects	Jira
Audition	Dropbox
Microsoft Office	Squarespace
Keynote	Wix
ScreenFlow	Weebly
Google Analytics	Wordpress
Google Ads	CSS

REFERENCES

BRIAN MAHONEY
Look On Media | Co-Founder,
Creative Director
(215) 356-9785
brian@lookonmedia.com

WILL GEE
BaltiVirtual | CEO
(410) 801-8761
will@baltivirtual.com

HARRY HOLT
Bithgroup Technologies | President
(410) 599-2531
hholt@bithgroup.com

JOHN VANDERZWET
Asylum Entertainment | CEO
(613) 246-7849
john@asylumentertainment.com

PHONE (307) 760-0286

EMAIL jon@jonathanpowelldesign.com

WEBSITE jonathanpowelldesign.com

JP