

Jason Mowery

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Highly motivated creative leader and problem solver with 14 years of digital design experience in both agency and client-side organizations. Passionate, articulate, self-aware, empathetic. Extensive background in digital strategy, concepting, narrative building, creative direction, user interface design, prototyping, motion graphics, and video. Always striving to push creative boundaries among myself, colleagues, and clients. Uniquely positioned to approach user experience design with a holistic perspective that synthesizes innovative strategy, brand, visual design, information architecture, and technology.

EXPERIENCE

User Experience Designer / Nationwide // Feb.2013 - Present

- Lead visual design for key marketing and business projects across Nationwide's full suite of products, including insurance, banking, and investment services
- Provide creative thought leadership and strategic direction to internal business partners
- Collaborate with teams of information architects, research analysts, copywriters, and developers to build enterprise level applications and experiences

Senior Art Director / Shift Global (now Engauge) // Sep.2006 - Feb.2013

- Created and designed compelling and successful digital experiences for global brands across multiple industries, devices, and languages
- Managed process of collaboration with offshore development teams, including the creation of design guides, specs, and kinetic studies, in order to build functional prototypes and applications
- Worked closely with clients, providing thought leadership and digital strategy that ensured alignment of creative execution to business goals and produced measured results
- Helped clients drive narrative and brand perception by leading kinetic projects from storyboards through production, heavily influencing and bringing substance to Shift Global's motion graphics and video offerings

Clients included: Nationwide, Cardinal Health, Ford, Wrigley, DSW, Similac, Repeve, GILT, Bacardi Global Brands, Bombay Sapphire Gin, Dewar's Whisky, Dispatch Media Group, Columbus Metropolitan Library, Alliance Data

Senior Designer / America Online, Inc (AOL) // Apr.2004 - Sep.2006

- Led the successful execution of online advertising, promotional campaigns, and top-of-service placements across various AOL Web Properties including CompuServe, AOL Instant Messenger (AIM), the Netscape browser, and Netscape.com (at the time the 4th largest portal on the web)
- Managed and led AIM design team in the creation and development of applications, advertisements, and AIM.com Welcome Screen
- Provided design support to aid advertising sales initiatives, including design comps and functional demos for partners, exploration of additional revenue streams, and click through rate improvements
- Conceptualized, designed, and spec'd new potential ad products. Created, updated, and improved rich media ad templates and processes for increased workflow efficiency

Advertising clients included: Walmart, American Express, Delta Air Lines

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Creative Director / Nutritional Sciences // Feb.2002 - Apr.2004

- Led start-up company through a successful rebranding phase that included total redevelopment and deployment of identity, packaging, and web presence
- Established and implemented strategy for web site content and design that integrated with overall marketing objectives and goals
- Oversaw all visual aspects of supplement product line's introduction into Bath & Body Works' five flagship retail stores across the country

Founding Partner & Creative Director / Cornered Media // Apr.2000 - Feb.2002

- Co-founded, managed, and designed for this interactive and print design agency, executed projects from concept to completion for clients ranging from small nonprofits to multimillion dollar businesses
- Generated project estimates and wrote proposals, developed interactive and print solutions, including web site architecture and design, Flash experiences, product packaging, identities, and collateral

EDUCATION

Kenyon College / Gambier, Ohio // May.1999

Bachelor of Arts Degree. Interdisciplinary Major combining Sociology and Philosophy

MEMBERSHIPS

Columbus Society of Communicating Arts (CSCA)
Interaction Design Association (IXDA)

AWARDS AND RECOGNITION

TheFWA.com // Oct.2011

🌐 **Mobile Site of the Day**, DSW Mobile Website

CSCA Creative Best // 2009

🌐 **Award of Excellence, Integrated Campaign**, Dewar's and Callaway Golf

🌐 **Award of Excellence, Video**, Bombay Sapphire Designer Glass Competition Highlights

CSCA Creative Best // 2007

🌐 **Best of Category, Interactive & Video**, Dewars.com website and digital brand framework