

Jay Braverman | Resume

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EXPERIENCE

New Business Development

Blue Lotus Coaching 2015 to present

Founder and CEO of a Life-Coaching practice supporting clients through struggles and aspirations and empowering them to succeed in their goals.

Gaspedals Effects 2006 to present

Founder and CEO of an audio electronics company specializing in the design, engineering, production and sales of effects units for guitar recording and performance.

Freelance Art Direction | Design 2002 to present

Agency Work - POP, Zaaz, Base2 Digital, Buzzbee, Garrigan Lyman Group, Hadley Green Creates, Graphica, etc

In-house Work - Microsoft, Getty Images, Colliers, Sophos Law, Tangible Systems, Capitol Media, Ascent Institute, etc

Full-time Art Direction | Design

WORKTANK | Sr. Art Director 2007

Lead AD on Microsoft account pitching and developing several large scale campaigns.

THE BON MARCHE | Art Director 2002

Responsible for concepting and branding for Home Division.

THE LEONHARDT GROUP | Designer 2001

Design on Microsoft account. Collateral, packaging, logo development, advertising, and art direction of photo shoots.

NORDSTROM.COM | Designer 2000

Creative Concept Team - Website Re-design, collateral, P.O.S. and packaging materials.

TED MADER ASSOCIATES | Designer 99

Concept / design on Milgard Windows collateral, Pure & Simple packaging, Holbien Architects identity.

CKS / PARTNERS | Designer 99

Concept / design on Siebel Software packaging and collateral materials. Design on Sales.com Web site.

COLUMBIA SPORTSWEAR | Senior Designer 98

Senior designer for all retail graphics and merchandising materials.

THE DESIGNORY | Designer 98

Designer on Nissan team. 98 brochures and P.O.S materials.

TEAM ONE ADVERTISING | Designer 95-97

Layout/design on America West Airlines, Lexus and Yonex.

SKILLS

Client Interaction: I build partnerships with clients by genuinely caring for their business as if it were my own. I am committed to producing marketing solutions which effectively move people by making an emotional connection.

Whether presenting to clients or connecting with customers I work to infuse every interaction with positive energy to inspire engagement. By setting this intention and delivering on it, I consistently bring in accounts and lead successful campaigns.

Each interaction is an opportunity to involve people through respect, listening and learning. This is a key step not only in creating powerful teams, but in conveying the benefits of a product or service to customers which directly addresses their stated needs.

Team Management: I empower my team with a non-hierarchical approach which focuses on active listening and participation. I work at inspiring people through their own involvement and support decision makers with clear goal setting and by delivering on promises.

Concept and Branding: From a creative standpoint my biggest asset is the ability to consistently produce ideas. This translates into powerful marketing by providing clients with solutions that stand out from the crowd by tapping into the core needs of their customers.

EDUCATION

I have a Bachelors of Fine Arts degree from SUNY Purchase. I have studied extensively in various team building and leadership modalities including Seattle Life Coach Training, Seattle Hakomi Education Network, Landmark Education, and Business Networking International.