

Jay Braverman | Resume

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EXPERIENCE

Freelance Art Direction | Design - 2007 to present

As a Freelance Designer and Art Director I have had the pleasure of working with many of Seattle's finest Ad Agencies and Design Firms. In each case my roll was to do my best to create measurable results regarding client and customer objectives as well as deliver creative ideas that led to success. Please visit my portfolio site at <http://braverdesign.com> for some success stories.

Microsoft / Getty Images / Wunderman / Zaaz / POP Multimedia
Garrigan Lyman Group / Hadley Green Creates / Buzzbee

Full-time Art Direction | Design

Microsoft | Art Director - 2010-2012

Although technically classified as a "vendor" I worked with several teams redesigning all office product landing pages and updating internal purchasing sites.

Worktank Seattle | Sr. Art Director - 2006

My roll served as lead Art Director for all Microsoft projects which included pitching and developing several large scale campaigns.

The Bon Marche Macys | Art Director - 2005

I was responsible for strategy and branding for the Home Division, which included implementation of an overarching creative redesign.

The Leonhardt Group | Designer - 2004

Designer on the Microsoft account, developing various creative deliverables from logo development to packaging.

Nordstrom.com | Designer - 2003

As lead design for the Creative Concept Team I worked with the executive team in developing new marketing initiatives.

Ted Mader Associates | Designer - 2002

I developed several brand deliverables working with Milgard Windows, Pure & Simple, and Holbien Architects.

Columbia Sportswear | Senior Designer - 2000

As Senior Designer I developed a customer experience rebranding by utilizing the flagship store as a proving ground.

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 Bachelor's 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.