




# JARED STELMA

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## ABOUT ME

I am a 33 year old graphic design nerd & coffee guzzler! I was born and raised in California. I enjoy reading, traveling & meeting new people. Through past travels and friendships, I found if I keep my eyes and ears open I can always become inspired by my surroundings. My passion comes from being able to implement those inspirations into my design career.

## OBJECTIVE

To obtain a position in a positive and creative work environment which allows me to utilize and grow my Graphic Design and Marketing Skill set.

## SKILLS

Strong design sense, wild imagination, able to multi task and thrive in a fast paced work environment, keen eye for upcoming trends, fast and efficient learning capability, widely ranged sense of humor and being extremely personable.

## PROFICIENT IN



*Efficient with both Apple and PC platforms.  
Microsoft Office, Wix, Ceros & Basecamp*

## EDUCATION

### EX'PRESSION COLLEGE FOR DIGITAL ARTS

2007-2010 Emeryville, CA

Bachelor of Applied Science

Motion Graphic Design

## LEARFIELD LICENSING PARTNERS

2017-18

### SENIOR GRAPHIC DESIGNER - MARKETING DEPARTMENT

My primary duty at Learfield is to conceptualize and develop high-level digital and print based projects. These projects helped market licensed product for over 630 collegiate brands. Projects included branding, retail signage, digital lookbooks, social media content, apparel design, package design and much more!

## JARED STELMA DESIGNS ART DIRECTOR & GRAPHIC DESIGNER

2010-PRESENT

Listed below are a few of the companies that I have been fortunate enough to join forces with while freelancing.

- **TORCHLITE MARKETING** CONTRACTED GRAPHIC DESIGNER 2016-17  
Oversaw an assigned array of creative projects from conception to completion. Projects include design for catalogs, advertisements and social media content.
- **UPTOP CLOTHING CO.** CONTRACTED GRAPHIC DESIGNER / ART DIRECTOR 2015-18  
Collaborated with the Brand Manager of Uptop to create a lifestyle brand of soft goods that is ahead of the curve and appeals to both men and women.
- **TOUR DESIGN CREATIVE** CONTRACTED GRAPHIC DESIGNER 2015-16  
Contracted in to fill the void while employees were on temporary leave. Quickly adapted to their creative process and fast paced operations. Produced admats for upcoming Live Nation tours and social media content.

## THE BLOCKHOUSE INDIANAPOLIS CREATIVE DIRECTOR & CUSTOMER RELATIONS 2015-16

Oversaw the entire creative process including: Interior concept sketches, branding, web design, interior and exterior signage, etc. The business was up and running in 90 days. Once our site went live we sold out memberships in just 48 hours. After a successful 1st season we received a "Best of Indy" award from The Indianapolis Star.

## NHS INC. GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER

2010-14

Worked with 14 different brands and multiple Art Directors to execute tight deadlines projects for upcoming seasons, while mirroring strict branding guidelines and marketing strategies. Projects included various apparel designs, company catalogs, product packaging, sales flyers, e-mail and social media campaigns and seasonal POP programs.

- **SANTA CRUZ SKATEBOARDS** GRAPHIC DESIGNER  
Conceptualized and executed new and unique advertisements, to showcase upcoming products. Constructed pre-production style guides, for hard good and soft good lines.
- **NOR CAL CLOTHING CO.** SOCIAL MEDIA MANAGER / CONTENT DESIGNER  
Designed and curated all social media content. Orchestrated ad campaigns, product posts and photo shoots to drive traffic to the online store. Increased online sales by 20% and grew the Facebook following by more than 20k likes from the previous year.

## THRASHER MAGAZINE GRAPHIC DESIGN INTERN

2010

Worked along side the creative director to complete advertisements and digital ad components for Venture Truck Co., Think Skateboards, Hubba wheels, City Skateboards.