



# JACOB WASHINGTON

## VISUAL DESIGNER / ART DIRECTOR

### ABOUT ME

With over a decade of experience in the fields of Graphic Design, Art Direction, Project Management, Multimedia Development and Music Production, I have demonstrated the ability to consistently deliver incredible results that have improved the overall presence of the businesses and clients that I've worked with. I've created dynamic, and visually stunning content and campaigns for over 100 brands and businesses including Sony, Disney, Warner Bros. Provident, and American Idol finalists, to my current full-time position being Lead Visual Designer and Video Production Specialist from 2015 - current.

### PERSONAL INFO

**ADDRESS**  
1464 MOSAIC GLEN  
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858.776.9797

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JACOBMADECO@GMAIL.COM

**ONLINE PORTFOLIO**  
JACOBMADE.COM

*"In the natural world we are surrounded by the beauty and gift of intelligent design. As creatives, we are simply mimicking that process - borrowing from elements and ideas that have existed long before us. We can take credit for nothing."*

### JOB EXPERIENCE

#### LEAD VISUAL DESIGNER / VIDEO PRODUCER 2015-Current YMCA OF SAN DIEGO COUNTY

- Develop and support key marketing initiatives across 6 San Diego County YMCA Branches, through the design and development of various forms of marketing collateral
- Conceptualize, storyboard, script and shoot all video across 6 branches
- Edit and finalize any videos, commercials, or short stories for both in-branch and mass media use
- Construct and manage project and approval schedules for multiple varied projects with complex timelines and production schedules
- Organize and maintain an archive of all digital assets, completed job folders and files
- Monitor and champion design compliance with guidelines, and in support of the association's strategic plan objectives, brand/cause strategy, and YMCA mission

#### ART DIRECTOR / LEAD GRAPHIC & UX DESIGNER 2011-2015 RAIN ON ME PRODUCTIONS

- Determine how best to represent a concept or campaign visually, including designing graphics as needed from logos, physical and digital cd releases, and other print/promotional collateral, to UX + UI web and app design/development
- Spearhead project management from it's conception, through development and execution
- Develop the overall look/style of artists brand identities, print/web publications, product packaging, and advertising campaigns
- Supervise staff throughout a project's entire process coordinating activities across other artistic and creative departments

### SKILLS

**GRAPHIC/UX DESIGN**   
PHOTOSHOP | ILLUSTRATOR | INDESIGN | XD

**ART DIRECTION**

**VIDEO PRODUCTION**   
FINAL CUT X | ADOBE PREMIERE | MOTION

**MUSIC PRODUCTION**   
PRO TOOLS | ABLETON LIVE

### AWARDS

#### 2 DOVE AWARDS 2004 35TH ANNUAL GMA MUSIC AWARDS

I spent a good portion of my earlier professional years as a producer and writer for Warner Bros Records from 2002 - 2007. I produced the first major label debut by the Souljahz entitled "Fault Is History" which sold over 165,000 units. The album won 2 of the 5 Dove Awards it was nominated for in 2004.

- Best Urban Album of the year
- Best Hip Hop/Dance recorded song of the year

#### 2 TOP BILLBOARD RADIO SINGLES 2004 & 2012

I produced, wrote, and performed both singles, and designed the artwork for "Love Is All".

- #1 CHR Single "All Around the World" - (2004)
- #12 CHR Single "Love Is All" - (2012)

### CHARITY / NON PROFIT WORK

#### INTERNATIONAL JUSTICE MISSION -

In 2010 I partnered with IJM to produce a song and an animated video to support them in their efforts to abolish human trafficking.

- The project created new global awareness for the organization, and generated over 1 Million dollars to help fight human trafficking.

**USO** - In 2008 and 2010 I partnered with the USO along with Senator Al Franken, Country Singer Darryl Worley and others to support the troops on 2 separate 2 week tours in Afghanistan, Kuwait, Iraq and Italy.

### PASSION

FAMILY

MUSIC

FILM

YOGA

(200hr RYT | Yoga Alliance)  
s e n s e s y o g a . c o m



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110 JENSEN ROAD  
COLUMBIA FALLS, MT 59912

Dear Hiring Manager,

It is with great enthusiasm that I submit my application for the available position of Graphic Designer at Flag Nor Fail. As a professional with over a decade of hands-on experience in the fields of Art Direction, Brand Design/Development, Visual Design, & Project Management, I know that my diverse skill set, experience & qualifications will make me a very valuable asset to your team. I currently reside in San Diego CA. but my family & I are looking at property in Columbia falls & are planning a possible move depending on if I am able to secure a position either nearby or remote.

As you will see from the attached resume, I've spent the majority of my professional career engulfed within the creative spectrum, with my primary focus being on Art Direction, Visual Design, Brand Design/Development, Marketing/Promotions & Multimedia Design/Development. I've successfully delivered top tier work to my employers & personal clientele, ranging from managing visually focused, time-sensitive projects, providing art direction & developing web/brick & mortar promotional campaigns, to web/app design, various forms of physical/digital promotional collateral, magazine/print setup, & video/music production.

In addition to being hands-on from concept & development to the installation & execution of any project, I'm also a perfectionist who is a fanatic for details - particularly when it comes to presentation. In my current position as Lead Visual Designer / Video Producer at The YMCA of San Diego County, I am in charge of overseeing & managing brand standards/compliance, as well as all visual elements & promotional collateral spanning across 6 branches. One of the more notable recent projects I was tasked with was developing a multi-branch marketing campaign to help my current employer reach their campaign goal of raising \$700,000. We ultimately breached that number reaching \$815,434. I supported this endeavor with demographic-specific marketing collateral used across the 6 branches, including but not limited to social media management, video production/editing, targeted digital ads, web design, banners, posters & several email marketing campaigns.

Please take a moment to view some design highlights from my on-line portfolio.

<https://jacobmade.com/flagnorfail>

In closing, I am thrilled at the possibility of being considered to be a part of your creative team & would love to hear more about the position. I look forward to the opportunity to connect with you to further discuss the prospect of my employment. Thank you for your time & consideration.

Sincerely,

Jacob Washington  
Visual Designer | Art Director  
ph. 858.776.9797



July 15, 2020

Kevin Swed  
Marketing Director  
200 Saxony Rd.  
Encinitas, CA. 92024

To Whom It May Concern,

I have had the pleasure of having Jacob Washington on my staff as a project manager, visual designer and a video producer. 5 years ago we needed someone exactly like him who had a deep knowledge of several facets of the design and marketing spectrum. His keen eye for detail and his approach to designing and communicating a clear and concise message through his work helped us achieve many of our milestones, especially where our campaigns were concerned.

When I decided to bring him on our team I thought he would probably get bored very quickly. His experience and portfolio proved him to be over qualified for the position, but he was a new father who needed a little more freedom in his work life, which made the position and offer perfect for his situation. His children both attended our world class pre-school and were so happy to be able to be near their father, spending plenty of time in and out of his design office.

He is a team player, who always stepped up to any challenge that needed a quick resolution. I always knew that I could count on him. He has been a steady voice of peace and reason in our office and his yogi mentality always helped to brighten up our space. He knows his stuff when it comes to all things design related, and he would regularly help us raise the bar pertaining to our branding standards across the board.

Since the pandemic hit us as a company in April we were forced to furlough 95% of our staff given our states closure orders. We have unfortunately had to let go of many of our employees since then, but have kept him on furlough in the hopes that we will be able to open to full capacity at some point in the near future in which he would be back in his role, if not promoted to take on even more. But unfortunately I cannot promise any of my staff when or if this will happen. I reluctantly write this letter of recommendation for one of the best employees I've ever had. Although I don't want to see him go, I know this is such a strange time and people, especially those with skills like his, need to move on and keep creating. I can't recommend Jacob Washington enough and he would be a major asset to any team that brings him on.

Sincerely yours,

Kevin Swed

## Rain On Me Productions

704 228th Ave NE, PMB 136

Sammamish, WA 98074

877-803-7345

derek@rainonmeproductions.com

To Who It May Concern,

The last several years I have had the absolute pleasure of having Jacob Washington on my staff both as a creative director and as a graphic designer. Jacob is one of the most talented people I have met in my lifetime, and I am not exaggerating. Jacob is an extremely talented person both on the creative direction and visual arts side and also on the musical side. He set a high standard for our branding and design that was evident to our industry and the world.

In addition to Jacob's extreme talent, he is also one of the hardest working employees I've ever seen. He was completely committed to our work and all of the people on our team loved working with him. He had fast turnaround times and he never complained about his workload, even though we were often piling on many work items.

I cannot recommend Jacob Washington highly enough and you are fortunate to hire him. Feel free to give me call to discuss any other aspects of his employment for my company.

Sincerely,

A handwritten signature in black ink, appearing to read 'Derek Hoiem', written in a cursive style.

Derek Hoiem

CEO

Rain On Me Productions



**CHRISTIAN CAMP  
& CONFERENCE  
ASSOCIATION**

Gregg Hunter  
President/CEO

To Whom It May Concern,

I take great pleasure in writing this letter of recommendation for Mr. Jacob Washington. Over the last six years I have had the pleasure of viewing Mr. Washington's professional development, and I can testify with confidence that he is a highly motivated and responsible individual with a high degree of integrity. He's also one of the most talented project managers and graphic designers I've worked with.

In our time working together I feel that I have come to know Mr. Washington well. As the CEO of CCCA, I've hired Mr. Washington on several occasions to provide graphic design, web, and art direction services for us. He handled these jobs effortlessly. He has demonstrated his skill to communicate visual ideas and concepts professionally, while executing our visions flawlessly.

Mr. Washington has very strong communication skills, and he has shown that he also has the ability to inspire respect and cooperation throughout the project management process. He is a very creative and intelligent individual with a mind well-suited to the world of art direction, design and project management. Based on my observation, he clearly has the ability to confidently excel in any of these fields. I highly recommend him to your organization, and believe that you would be fortunate to have him as part of your team.

I sincerely hope that you give his application favorable consideration. If you need any further information about Mr. Washington, please do not hesitate to contact me.

Sincerely,

maximizing ministry

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**ccca.org**