

Jessica Haas

SENIOR ART DIRECTOR | GRAPHIC DESIGNER

New York, NY

Jessica is a multidisciplinary Senior Art Director with a keen eye for all things design from logos to packaging. With over 10 years of agency experience, she has a thorough understanding of branding, strategy, marketing, and advertising. She's an award-winning designer with a master's degree from Pratt Institute and a reputation for delivering smart, clean and pragmatic solutions.

jessicahaasnyc@gmail.com
office

Experience

SENIOR ART DIRECTOR

AgencySacks

- Art direct photo shoots
- Design creative concepts across print, web and digital media
- Collaborate with senior management to develop campaign concepts
- Lead marketing strategies for social media promotions
- Oversee retouching and printing quality with production team
- Operationally manage freelancers and junior staff for multiple projects
- Skilled at evaluating options and brainstorming solutions
- Brings innovative concepts, strategic thinking, and problem-solving skills to all projects

New York, NY
Apr 2011 - Present

PACKAGING DESIGNER - FREELANCE

Brooklyn, NY
Feb 2011 - Dec 2014

Greenpoint Brands

- Rebranded packaging with a distinct and sophisticated style to differentiate from other toy competitors
- Revamped substrates with eco-friendly materials to strengthen brands sustainability in the competitive organic baby toy industry
- Designed packaging, catalogs, products, logos, and retail spaces
- Created branding with licensed creative for Baby Disney and Dr. Seuss

PACKAGING DESIGNER - FREELANCE

Worked Remotely: Thousand
Oaks, CA
Aug 2012 - Apr 2013

Aisle 9 Group

- Designed logos and packaging for pouched food and natural cosmetics
- Collaboratively with a team remotely
- Delivered creative in various stages of the projects from sketches to final

SENIOR GRAPHIC DESIGNER - FREELANCE

New York, NY
Oct 2010 - Feb 2011

Sun and Moon Marketing

- Brainstormed a range of promotional ideas for marketing collateral
- Created campaign advertisements for print media
- Executed clean and well-constructed graphics supported by thought-provoking concepts

SENIOR GRAPHIC DESIGNER

New York, NY
Jun 2005 - Jul 2008

Dbox

- Fostered multidisciplinary collaboration and creative problem-solving
- Helped define brand's visual language (color palette, logo, font, design) across a range of media
- Executed corporate identity solutions for real estate and resort branding
- Strategized and designed large campaign advertisements and promotions
- Designed sale environments and outdoor media
- Lead client meetings for various senior accounts
- Managed vendor relationships and approved press checks

Graphic Designer

Buffalo, NY
May 2004 - May 2005

Imaging Solutions

- Designed various print media: posters, direct mail, logos and collateral
- Strong pre-press skills: photo retouching, color correction, and pre-flight
- Coordinated and managed multiple jobs simultaneously, met deadlines

Education

Masters

New York, NY

Pratt Institute

Packaging & Communications Design

Bachelors

Oswego, NY

State University of New York at Oswego

Bachelors of Fine Arts, Graphic Design

Clients

- 123 Print
- American Cancer Society
- American Express
- Baby Disney
- Brookfield Place
- Dr. Seuss
- Hilton Hotels & Resorts
- Martha Stewart
- Monica Rich Kosann Jewelry
- NetJets
- Related Real Estate
- Richard Meier & Partners Architects
- Rosewood Hotels & Resorts
- Simon | Premium Outlets
- Spot Coffee
- State University of New York at Oswego
- Taj Hotels Resorts & Palaces
- Wüsthof Knives

AIGA
New York State of Design Award

Graphic Design USA
Packaging Award, Food + Beverage Category

Graphic Design USA
Health & Wellness Design Award