

EST.1975
ANOTHERDAE

Resume: Jay Bowen

ART DIRECTOR | GRAPHIC DESIGNER

CONTACT INFORMATION

(917) 428-9447
jay@anotherdae.com

WEBSITES

anotherdae.com
gamedae.com

SOCIAL MEDIA

LinkedIn.com/in/jaybowen
Facebook.com/jaybowen
Twitter.com/gamedae (220+ Followers)
Flickr.com/anotherdae

EXPERTISE

Photoshop, Illustrator, InDesign,
Flash, Keynote, Powerpoint,
Social Media, Illustration, Photography

EDUCATION

2010
Maximum Photoshop (CS5)
Kelby Training Live

Indesign Secrets LIVE
IndesignSecrets.com

2003 - 2004
School of Visual Arts NYC
Classes in Flash and Advanced Flash

DEGREE

2002 - 2003
School of Visual Arts NYC
Classes in Dreamweaver and
Advanced Dreamweaver

1997 - 2000
School of Visual Arts NYC
Spring 2000 BFA graphic design

FULL TIME EXPERIENCE

2006 - Present
Art Director, Brand Marketing
Sports Illustrated and *Golf Mag.*, Time Inc.

- Creative lead on advertiser, brand, and co-branded campaigns including core franchises like *Sportsman of the Year* and *Swimsuit*
- Responsible for sales materials, collateral and presentations
- Work directly with the online creative development team on designs for cross platform, multi-media programs
- Manage relationships and negotiate competitive rates for outdoor media, printing and premium based vendors
- Work collaboratively to support *Sports Illustrated* & *GOLF Magazine's* Events, Marketing, Experiential, Sales and Communications with creative development for advertiser proposals, custom ad units, promotion, event signage and invitations
- Development of promotional and support materials for *Sports Illustrated's* tablet based programs
- Key clients include: Nissan, LVCVA, SoBe, Sony Playstation, HTC, Pepperidge Farms, Nintendo, Verizon and more

2003 - 2006
Senior Designer, Promotion Department
Rolling Stone, *Men's Journal* & *US Weekly*,
Wenner Media

- Created in-book and composite advertorials for all magazines
- Design of marketing materials including large scale pieces, sell sheets & invitations
- Layout for online pieces such as mini sites, html emails and banner ads

2000 - 2003

Associate Designer, Marketing
People Magazine, Time Inc.

- Designed direct mail pieces, invitations, and event collateral
- Created ad comps, in-book advertorials, and magazine promotions for ad sales department
- Developed web banners and in-store signage for consumer marketing department

WEB EXPERIENCE

2010
JonRoscetti.com

- Design of online portfolio for the Illustrator

2005 - 2007
TedGibsonSalon.com
TedGibsonBeauty.com

- Architect of online presence
- Design of online store for custom line of beauty products

2005
Julian Alexander SlangInc.com

- Constructed online portfolio for self operated design studio

2004 - 2007
KareemBlack.com

- Design of online portfolio for the celebrity photographer

WRITING EXPERIENCE

2012 - 2013
2Old2Play.com

- Member of the content team for the forum site dedicated to gamers 25 and older
- Responsible for presenting gaming news and review posts for the front page

2010 - Present
Gamedae.com

- Gaming review site started in and maintained since 2010
- Weekly casual gaming review posts