

JAY LITTMAN, VISUAL LEADER

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A dedicated leader with a dynamic background in digital design. I offer extensive experience in managing teams, streamlining processes, and delivering exceptional results for a diverse range of clients. I have a proven ability to reach goals through thoughtful strategy and eye-catching visuals.

FOGLAMP, CREATIVE DIRECTOR WASHINGTON, D.C. (REMOTE) | MAR 2022 – PRESENT

- Contributed to the visual direction of clients' branding through social media marketing, web design, email content, merchandise, and digital advertising campaigns.
- Streamlined cross-team projects by implementing a tiered structure for design solutions, resulting in significantly increased revenue within a year.
- Developed websites, designed social and email marketing assets, and led digital launches for key clients while developing crucial relationships with their marketing teams.
- Led project management for video production and large ad buys, including unique placements such as digital bus ads and plane banners.
- Developed and trained staff on internal processes, enhancing agency-wide collaboration for pitching, project management, and creative product offerings.
- Researched and ideated marketing collateral, designed pitch decks, developed new internal brand guidelines, curated awards submissions, and built an agency website.

UTÖKA AGENCY, CREATIVE DIRECTOR ATLANTA, GA (HYBRID) | JAN 2020 – MARCH 2022

- Collaborated with account managers and project managers to align project needs, timelines, and creative vision.
- Maintained and fostered strong relationships for B2B and B2C clients across various industries.
- Provided effective feedback and guidance throughout projects, fostering team growth and independence.
- Worked with clients such as Coca-Cola and Kroger, to lead from concept to development for digital and print work in multiple platforms, including photo and video shoots, web design, social marketing, POS media, and more.

UNITED PARCEL SERVICE (UPS), BRAND DIRECTOR ATLANTA, GA (HYBRID) | MAR 2019 – JAN 2020

- Elevated and updated brand guidelines across various platforms, ensuring consistency in visual branding.
- Contributed design and presentation support to global campaigns, sponsorship events, charity efforts, and other UPS brand initiatives.
- Developed new ways to expand internal efficiency and efficacy in the art department.
- Collaborated with stakeholders to improve content delivery and meet department-specific branding needs.

JAY LITTMAN CREATIVE, FREELANCE ART DIRECTOR ATLANTA, GA (HYBRID) | OCT 2018 – MAR 2019

- Worked with clients such as Shaw Floors, Margaritaville, Mighty Roar, Hissho Sushi, Red Clay Interactive, and Digital Yalo.
- Developed email templates, branding and social media style guides, and other creative assets.
- Leveraged research and creativity to create visually stunning designs on budgets of all sizes.
- Led the development and elevated the look and feel of various clients' branding.

IQ AGENCY, GRAPHIC DESIGNER ATLANTA, GA (HYBRID) | OCT 2014 – OCT 2018

- Developed campaigns from concept to completion for brands like Pergo Flooring, The Home Depot, Oregon Community Credit Union, and more.
- Collaborated with copywriters to create compelling campaign concepts and visual assets.
- Led multi-tiered campaigns across channels, creating engaging and unique concepts.
- Managed social media calendar projects, ensuring timely delivery of assets and client satisfaction.

EDUCATION BFA IN GRAPHIC DESIGN FROM SAVANNAH COLLEGE OF ART AND DESIGN 2014