

Online Brand Strategy and Design Expert



Jason Holland Creative Studio, Online Brand Strategy + Design Expert

Helping businesses and individuals expand by inspiring growth for online brand strategy and design. My unique approach helps business owners and entrepreneurs accelerate growth.

Lunar Logic • Interactive Graphic Design

Responsible for creative direction, wireframes, and visual design of websites and online software. Provided expert guidance on interaction design, user experience, brand standards, responsive design, SEO, and social media strategy.

Zinio • Interactive Graphic Design

Led visual design on Mobile Newsstand for iPhone and related marketing collateral. Collaborated on the user experience of magazine readers and zinio.com. Partnered on the visual design for readers, including user interface and iconography. Participated in the redesign of zinio.com.

GreenRubino • Interactive Graphic Designer

Collaborated with interactive creative team on websites, online ads, user interface, SharePoint themes, and email newsletters. Clients included Microsofts Office and IT divisions.

Filter (Filter/Talent) • Contract Web/Graphic Designer

Designed front-end graphics for a Microsoft Dynamics Word Cookbook Wizard. Crated print-collateral for Microsoft Innovation Center at Portland State University. Produced optimized web graphics and ad banners for Amazon, Microsoft, NBA.com, Nintendo, Sears Canada, and Weight Watchers Canada.

Starbucks • Shift Supervisor/Barista

Selected to create a marketing campaign (including coffee bag label and music CD package) for the regional flagship store's entry in a regional coffee contest.

Summary

Help businesses and individuals expand by inspiring growth for online brand strategy and design—a uniquely heart-centered approach.

Strategy

Successful online brand strategy embraces the connection and emotional response you want your brand to evoke with customers.

Creative

With more than 20 years of professional design experience, I have a deep appreciation for evolving technical infrastructure and timeless design.

Technology

I am well-versed in the modern trends of responsive, online design and development.



“Jason has the ability to capture the spirit of his clients and articulate their vision with artistic integrity.”

Darrin Johnson,
Owner of Ruelon.com

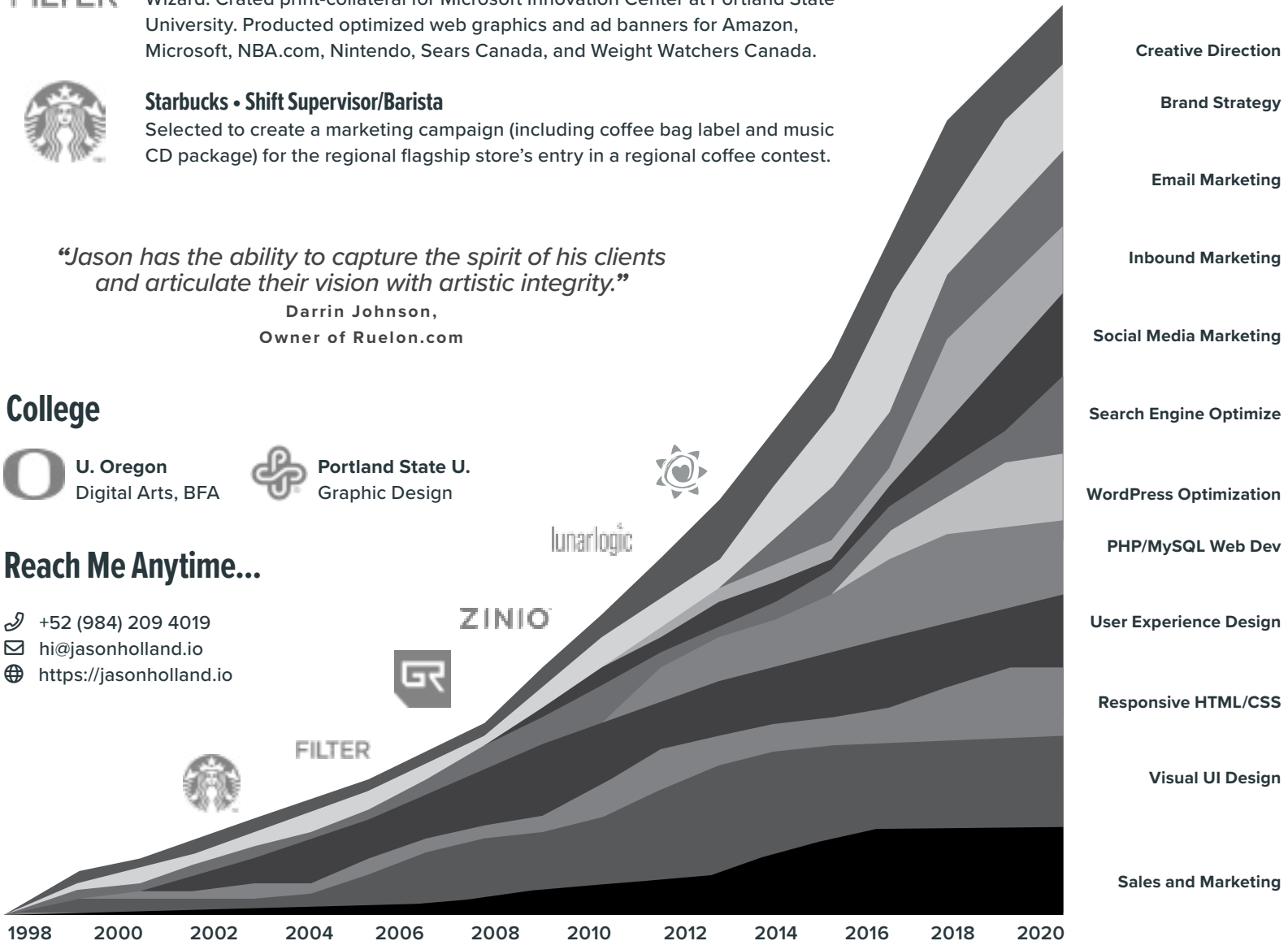
College

U. Oregon
Digital Arts, BFA

Portland State U.
Graphic Design

Reach Me Anytime...

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Creative Direction

Brand Strategy

Email Marketing

Inbound Marketing

Social Media Marketing

Search Engine Optimize

WordPress Optimization

PHP/MySQL Web Dev

User Experience Design

Responsive HTML/CSS

Visual UI Design

Sales and Marketing

1998 2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020