

JAMIE HESSION

Effective communication of one's brand vision is a critically important consideration within everything one produces. Whether you're an early-stage entrepreneur that needs to develop a brand identity for a new digital experience or you are an established market leader that needs packaging to hold (and sell) your latest innovation, powerful visuals that communicate your brand vision aren't just "nice to have" – they are a requirement. That's where I come in.. I help businesses bring their brand to life.

As an art director, graphic designer, UX designer, and iOS developer, I have a unique ability to manage complex design projects and get things done quickly. I have over 10 years of experience working with early-stage and market-leading brands across a variety of industries, including cosmetics, food, luxury goods, technology, and more.

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www.classickidproductions.com

KEY SKILLS

Art Direction
Branding
Packaging Design
Illustration
iOS Development

CREATE TOOLS

Adobe Creative Suite
Corona SDK • lua

EDUCATION

MFA Design / Computer Art
ACADEMY OF ART COLLEGE
San Francisco, California
1993-1996

BFA Visual Communication
UNIVERSITY OF OKLAHOMA
Norman, Oklahoma
1989-1992

High School Degree
INTERLOCHEN ARTS ACADEMY
Interlochen, Michigan
1988

WORK EXPERIENCE

OWNER • ART DIRECTOR • DEVELOPER / JANUARY 2009- PRESENT
ClassicKid Productions, Lafayette, California

Maintaining my love for great branding and design on print and consumer packaging, while exploring the capabilities of iOS development.

ART DIRECTOR / JULY 2007 - JANUARY 2009

theBalm Cosmetics, San Francisco, California

2002, theBalm:client. We grew the brand to multiples of products selling well nationwide through Sephora, Nordstrom, Dillards and thousands of small beauty boutiques. I was responsible for maintaining full scope of brand standards through the creation of quirky packaging, on-line / print marketing and POS for major department store displays. By 2008, the products were being sold internationally and translated into eight different languages.

OWNER • ART DIRECTOR / JANUARY 2002 - JULY 2007

Jamie Leap Designs, San Francisco, California

I built and maintained a strong client base, mostly branding and marketing for luxury industries: cosmetics, artisan cheese, chocolate, classic sports car clubs.

GRAPHIC DESIGNER / JANUARY 2000 - OCTOBER 2001

Theme Co-op Promotions, San Francisco, California

I designed graphics for co-marketing programs to sell Consumer Packaged Goods. The point of sale programs created here were rolled out nationwide to be displayed in the aisles of major retail stores from Safeway to Raley's.

FREELANCE EXPERIENCE / 1997-2000

Clients included: Old Navy Marketing, DFS Galleria, Arias Associates, Clark Design and Macromedia.