

Jason Powell

Graphic Designer

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Profile Summary

I am a senior graphic designer with over 32 years of industry experience, 12 of those at Creative Director level.

Experienced in dealing with a multitude of client sectors on my own as a freelancer or within a company environment as part of a team.

I am self-motivated with excellent time management skills and can bring a design project through from creation to completion. I have used Apple Macs and Adobe software since 1991 and I am fully compliant with Photoshop (25 years), Illustrator (25 years) and Indesign (20 years). A selection of my client and agency work can be seen on my website.

Testimonials

I've worked with Jason for two decades commissioning an enormous volume of printed and online design. His concepts are original and his technical ability premier league. And he's a nice guy too.

Colin MacGregor
Director,
Alexander MacGregor Ltd

Career

GRAPHIC DESIGNER

Jason Creative – Wallasey
July 2012 to Present

Self employed freelance designer based in Liverpool and the North West. Working with a wide variety of clients offering a full graphic design service. Established the brand and design for Liverpool Lowdown magazine. Clients include North West Cancer Research, Windmills Group, Wood Street Mission, Merseytravel, English Speaking Board, Liverpool Vision and Mason Owen.

CREATIVE DIRECTOR

Alexander MacGregor Ltd – Liverpool
March 2000 to July 2012

Employed at Alexander MacGregor Ltd as Creative Director. Role involved overseeing and leading the direction of 3 designers and 2 web developers in addition to a print manager. Responsible for employing all freelance support. Projects included advertising, corporate brand development, signage, website development and the design of high end marketing literature. Clients were based in the property, education and arts sectors. Company ceased trading and made redundant in 2012.

ASSISTANT CREATIVE DIRECTOR

Concept ADM – Liverpool
January 1996 to March 2000

Role based under the Creative Director overseeing a 3 man design team working on diverse accounts such as Kellogs, Prestige/Meyer, MTL, Porelle, Nightfreight, Cammel Laird, Rufflette and Armstrong. Advertising, Report & accounts and packaging projects in addition to brochure, corporate branding and identity work. Headhunted by Alexander MacGregor Ltd for the role of Creative Director.

GRAPHIC DESIGNER

Freelance – Liverpool
April 1994 to January 1996

Employed on a variety of advertising and design projects throughout the North West for working with a wide selection of design agencies such as BDMA, Mcann Erikson and Sony Entertainment often working in-house alongside existing design teams. Asked to join Concept ADM while freelancing in-house.

SENIOR DESIGNER

Georgia Visual Communications (GVC) – Liverpool
August 1992 to April 1994

Headhunted in order to help establish GVC together with the Creative Director. Integral in helping to create the successful design team and winning new accounts such as Littlewoods, Jaguar, LFC and Girobank. The first to be trained in the UK on a cutting edge desktop publishing system 'UNDA' which was eventually overtaken by Apple.

Over the years Jason has proved himself time and time again as a results orientated and highly experienced Creative Director with a unique style. Easy to work with and bursting with ideas, Jason is a confident and experienced individual, whom I have absolutely no hesitation in recommending.

Aftab Ali

Director, Booking Online Ltd

Jason is an outstanding designer who I have worked with for over 19 years. His creative design work has received excellent feedback from hundreds of our clients. He is an extremely personable individual and totally committed to providing an excellent service.

Dr Peter Hawkins

Director, Windmills

I have worked with Jason on many occasions over the last 12 years both whilst he was at Alexander MacGregor and working alongside him. He has always pulled out the stops to ensure that he produces eye catching work that exceeds expectation. He is great to deal with and works within budget, on time and always hits the brief.

Mitch Poole

**Communications Officer,
Warrington Borough Council**

I've worked with Jason for many years on a range of marketing campaigns. His work is first class and he will always go the extra mile to achieve something really eye-catching and memorable. I would have no hesitation recommending Jason as a highly professional and creative designer.

Peter Smith

**Marketing Manager,
Liverpool Vision**

GRAPHIC DESIGNER

Finch Partnership - Liverpool
February 1991 to August 1992

Headhunted from Robert G Roberts and Jones to join Finch's design team working with 4 other designers and the Creative Director. Trained up on the first Apple Macs to be creating design work in the North West. Various advertising and design accounts such as De Vere Hotels.

ASSISTANT STUDIO MANAGER

Robert G Roberts & Jones Ltd - Liverpool
September 1988 to February 1991

The North West's largest advertising agency in it's day. Started as a junior designer and ended my time as assistant studio manager. Large advertising agency with over 15 studio staff. Worked on advertising accounts above and below the line such as Stormseal, Easyfit, Neville Johnson Offices/Kitchens with major ad campaigns in all the main news publications and Sunday supplements. Left to join the Finch Partnership as a designer.

PASTE UP ARTIST

ColourAds - Liverpool
July 1987 to September 1988

Junior paste up artist for a Liverpool screen printers. First job out of college. My role was to support the senior designer, generating reprographics and artwork for a variety of accounts including Body Shop. Left to join Robert G Roberts and Jones as a junior designer.

Education

**DIPLOMA OF HIGHER EDUCATION (BTEC)
IN GRAPHIC DESIGN**

Central College - Liverpool
September 1985 to July 1987

Skills

Adobe Photoshop (25+ years)
Adobe Indesign (20 years)
Adobe Illustrator (25+ years)
Quarkxpress (20 years)
Typography
Graphic Design
Branding
Corporate Identity
Print Design
Web Design