

JAC MADSEN

6680 Alhambra Ave #347
Martinez, CA 94553
925.212.7474
www.jacmadsen.com
jac@jacmadsen.com

ART DIRECTION & GRAPHIC DESIGN

PROFILE

A communications expert specializing in art direction and design for interactive, print, and out of home mediums. Additional emphasis placed on social networking and holistic brand development.

DIRECTION EXPERIENCE

In the role of a director and business owner I have successfully lead creative and development teams in the creation of interactive and print media. Responsibilities include—Customer presentation, interaction, education and problem solving; Team building, development and leadership; Managed vendors, budgets, and resource allocation.

Chief Creative, **Hot Cocoa Creative**; Martinez, CA — Oct 2007 – Present
BackyardChickens.com; Flair Expressions; Revel King; The Wiseman Group

Partner/Creative Director, **Codifiant**; Pleasant Hill, CA — Jul 2002 - Oct 2007
Contra Costa Interfaith Housing; Maurice's Pieces

Freelance Creative Director, **Jaybert Inc.**; San Ramon, CA — Sep 2004 - Nov 2004

FREELANCE EXPERIENCE

As a freelance professional, my primary responsibility is to relieve the stress of my current employer. This is done by— Asking appropriate questions to understand the task at hand; Utilizing years of experience to determine the best method for the desired result; Executing in an efficient and timely manner.

Designer, **Sephora**; San Francisco, CA — Nov 2008

Designer, **3 Marketeers**; San Jose, CA — Oct 2008, Feb 2009
ABBY; BlueArc; Cisco Systems

Web Design, **Curbside MD Inc.**; Los Altos, CA — March 2008 - May 2008

Designer, **GA Communications**; Fremont, CA — Dec 2007 - Mar 2008
Safeway Food Stores

Designer, **Focus Design**; San Rafael, CA — May 2007

Casting, **Venables Bell**; San Francisco, CA — May 2007
HBO DVD www.HolidayDominator.com

Web Production, **PG&E**; San Francisco, CA — Apr 2007

Designer, **Limbo 41414**; Burlingame, CA — Feb 2007
NASCAR

Art Director, **Jaybert Inc.**; San Ramon, CA — Sep 2004

SKILLS

APPLICATION/LANGUAGE	SKILL LEVEL	LAST USED
InDesign	Advanced	Current
Illustrator	Advanced	Current
Photoshop	Advanced	Current
Flash/Actionscript	Intermediate/Beginner	Current
XHTML/CSS	Advanced	Current
Javascript/AJAX	Beginner	Current
Final Cut Pro	Intermediate	4 years

EDUCATION

Academy of Art — M.F.A. Advertising, current enrollment

The Creative Department — Portfolio Program: Art Direction, June 2007

BYU - Idaho — B.S. Communication, April 2004