

JARED COHEN-RICHARDS

GRAPHIC DESIGN & ART DIRECTION
JAREDCR.COM • JARED@JAREDCR.COM • (858) 335-0409

I'm an experienced art director, graphic designer, and project manager who inspires new and creative approaches to visual problems with unique ideas from concept to execution. I work well with tight deadlines and thrive under pressure while maintaining meticulous attention to detail.

EXPERIENCE

Hulu (2015 – Present)

Sr. Employment Brand and Communications Designer & Program Manager

Manage creative for internal teams including Internal Communications (intranet, events, presentations, apparel, email campaigns), Recruiting (social media), Benefits, Workplace Experience, and Talent Development. Manage internal brand, and worldwide internal programs (digital communications signage, Hulu Photo Wall), while supporting messaging and communications for Workplace Experience team.

BLT Communications, LLC (2014 – 2015)

Art Director, BLT Plus

Focus on digital creative — banners campaigns, web presence, social media — for Broadway productions, as well as Hulu, Netflix, and Disney. Broadway shows include *The Book of Mormon* (worldwide), *A Delicate Balance*, Larry David's *Fish in the Dark*, *Skylight*, and *This is Our Youth*.

The Walt Disney Company (2006 – 2014)

Manager, Graphic Design, Disney Corporate Creative Resources

Responsible for executing and managing high-level projects for internal and external-facing clients under all Corporate divisions of The Walt Disney Company, including senior management, Corporate Brand Management, Disney Synergy, D23 (Disney Fan Club), and Disney Citizenship. This includes a variety of project types, such as branding, marketing collateral, environments and exhibits, publications, merchandise, print production, and presentations. Managed between 6 and 11 employees, as well as freelance designers, while leading, reviewing, and art directing a variety of projects, including:

- *Disney twenty-three Quarterly magazine*
- Corporate Identity Program *Core brand of The Walt Disney Company*
- D23: The Official Disney Fan Club *365 fan program*
- D23 Expo: The Official Disney Fan Event *Bi-yearly convention*
- Walt Disney Archives *Exhibits, events, and collateral*

Fleet Science Center (2001 – 2006)

Graphic Designer, Multimedia Services

Produced marketing and advertising materials for exhibits and education programs; designed and developed multiple exhibits; established back and front end of newly-launching commerce website.

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

Brand & Synergy Management

Project Management

Environmental Design

Pre-press/Production

EDUCATION

Bachelor of Science, Graphic Design The Art Institute of California — San Diego

RECOGNITION

Seven-time Apex Award winner (2014, 2013, 2012, 2008, 2007); Four-time Magnum Opus winner (2008, 2007)

References available upon request. Project examples on view at jaredcr.com.