



# R. Jason Holland

## Sr. Digital Designer & Creative Director

From WordPress-powered websites to mobile apps and more, Senior Digital Designer and Creative Director Jason Holland takes a passionately unique and holistic approach to creating immersive designs for digital experiences.

PHONE: +52 (984) 209-4019

EMAIL: [hi@rjasonh.co](mailto:hi@rjasonh.co)

PORTFOLIO: [rjasonh.co](http://rjasonh.co)

LINKEDIN: [rjasonh](http://rjasonh)

## Professional Experience

### Senior Digital Designer & Creative Director

**Samadhi Breath 2020-2022, Puerto Vallarta, Jalisco, MX (Full-Time)**

- Designed the complete brand system and visual identity, establishing a consistent look and feel across all marketing collateral, including the responsive website.
- Designed and built the Wordpress website featuring membership, e-commerce, and built-in CRM.
- Created SEO content for website, social media and YouTube videos.

### Senior Designer

**The KKIS Project 2020-2021, Puerto Vallarta, Quintana Roo, MX (Contract)**

- Redesigned and rebuilt the KKIS Project website—making available in both English & Spanish.
- New website provides an enhanced user experience for improved fundraising objectives.
- Redesigned website features improved look and feel inline with The KKIS Project brand.
- Migrated and updated the WordPress-integrated CRM system for enhanced email marketing automation campaigns and landing pages for improved user experience and donation goals.

### Senior Designer

**SharpSpring Ads 2021-2022, Gainesville, Florida, US (Contract)**

- Formerly Perfect Audience, SharpSpring Ads came to Jason Holland in need of a website redesign.
- Gave the website a second refresh to match the SharpSpring brand.
- Designed and built sales marketing funnels and landing pages leveraging OptimizePress.

### Senior Designer

**SharpSpring 2019-2020, Gainesville, Florida, US (Contract)**

- Provided SharpSpring ongoing, responsive WordPress website design and development of landing pages, stewarding the SharpSpring brand.
- Conceptualized and illustrated a character for the companies 404 error page, named “Sharpy.”

### Senior Designer & Creative Director

**The MiniOne® System 2014-2019, San Diego, California, US (Contract)**

- Designed the complete brand system and visual identity, establishing a consistent look and feel across all marketing collateral, including the responsive website.
- Art-directed a team of designers, photographers, illustrators, developers, and SEO content writers.
- Designed and built WordPress e-commerce website with an emphasis on brand consistency, product and sales conversion, and search engine optimization (SEO).
- Designed product landing pages and social media marketing campaigns for events.
- Designed trade show and event collateral.
- Created an email marketing campaign that yielded above-average, and industry specific, open and click rates (31.6 percent and 2.1 percent, respectively).

### Senior Designer & Front-End Developer

**Jacob Tyler 2015, San Diego, California, US (Contract)**

- Collaborated with a WordPress “un-hacking” team to repair and restore over 165 client WordPress websites—updating all sites with enhanced security and performance optimization.

## Career Highlights

### Bounty from the Box

- Created user experience (UX) wireframe prototypes, designed visual user interface (UI), and coded front-end WordPress web development by leveraging the responsive Bootstrap framework.
- Designed the website, including an engaging online social community for sharing recipes and find community supported agriculture resources.

### The Willows Inn Bed & Breakfast

- Designed a beautiful responsive web site that resulted in increased mobile traffic and higher reservations-to-sales conversion.
- Implemented enhanced performance and security measures to strengthened customer data security and increase load times twofold.

### Apple

- Used Apple’s style guidelines to create Web-ready graphics and HTML pages for the QuickTime that followed CSS web standards.

### Starbucks

- Selected to create a marketing campaign (including coffee bag label and music CD package) for the regional flagship store.

## Education

### University of Oregon

**Earned credits toward a Digital Arts, BFA**

1998 - 2000 | Eugene, Oregon

### Portland State University

**Graphic Design**

1997-1998 | Portland, Oregon

### Lane Community College

**General Education**

1996-1997 | Eugene, Oregon