

# JONATHAN AMEN

SENIOR CREATIVE +  
BRAND DESIGNER

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## *synopsis*

- + **Senior creative and project lead**  
*(Sr. Designer/Sr. Art Director—  
to-mey-to/to-mah-to)*
- + **Design team leader**  
*(can wear and juggle many hats—  
chainsaws not so well)*
- + **20 plus years of experience**  
*(25 years in the business)*
- + **Dedicated and capable team player**  
*(with sleeves always rolled up)*
- + **Adept at tailoring creative and appropriate solutions**  
*(logical while departing from the norm)*
- + **Experience in brand identity {strategy, development, stewardship}, collateral systems, annual reports, direct response packaging, advertising, web & motion media, booths & events, promos & attire.**  
*(many happy clients—some awards too)*

## *select recognition*

Selected for Sappi Ideas That Matter Grant and Annual Showcase

Selected to judge UCDA Annual Design Competition '02

Invited to speak at several engagements by design educators

AIGA 50 Regional Design Competition [3 Awards]

ADDY Awards [2 Awards]

Art Director's Club of Metropolitan Washington [3 Awards]

Print Magazine Regional Design Annual [8 Awards]

How Magazine Design Annual [8 Awards]

Graphic Design USA [6 Awards]

American Corporate Identity [14 Awards]

Create Awards Competition [3 Gold]

International Davey Awards [3 Gold]

Inclusion in Mohawk Annual Report Kit

Featured by Graphis,  
"Brochures 3"

Featured by Rockport Publishing,  
"Small Graphics"  
"Logo and Letterhead 6"  
"Business Graphics"

Featured by North Light Books,  
"Letterhead and business card 4 & 5"

## *experience + skills*

My most recent position as Creative Director required steady juggling of many roles and tasks; i.e., team and workflow management; creative direction and project development; brand strategy and guidance; not to mention the design and production of projects. I balanced these responsibilities by keeping symbiotic relationships with the team I led, the external partners that I worked with and the clients that I served. I've gained valuable insights in the complexity of branding and working within corporate processes.

For two prior companies, I served as a senior creative lead on a vast range of design and branding initiatives. The tactics have come in many forms; including, corporate identity, brand development, brand standards, collateral systems, annual reports, advertising, packaging, signage, web and motion media. All required strong conceptual development and an understanding of how to extend concepts and brands across all media.

In addition to concepting, designing and producing projects, my responsibilities have included: interfacing with and presenting to clients, planning, scheduling, budgeting and managing vendors; e.g., printers in print management, pre-press proofing and press inspections. Although I would hardly consider myself a developer, I have designed within the parameters of various programming environments and directed projects through completion; namely, collaborating with programmers and motion media developers. In addition to extensive experience art directing photographers, illustrators, copywriters and junior designers, I have also served as intern liaison and mentor. Sharing and gathering information/experiences are at my core.

## *employers*

**Allscripts**, Chicago, IL

**Brand & Creative Director** (add'l titles held; Art Director, Senior Designer), 7/09–9/13

Allscripts is a leader in the highly competitive and fluid Healthcare IT sector (7,000+ employees internationally and revenue of ~\$1.5B). Served as chief creative, responsible for the development and stewardship of the Allscripts visual brand, as well as leading the Brand & Creative team to manage, develop, design and execute the needs of Corporate Communications, Marketing, Sales and Internal Communications functional teams.

**Brainforest, Inc.**, Chicago, IL

**Senior Designer** (equivalent: Senior Art Director), 5/04–11/08

Brainforest is a small strategic creative agency with clients ranging from Technology, Retail, Architecture and Broadcast to traditional Professional Services. Served as a senior creative lead responsible for development, design and execution of major projects—collaborated with teams to develop research, strategy, concept, design and presentations. Facilitated design implementation with designers, writers, photographers, illustrators and execution with printers/programmers.

**Grafik Marketing Communications, Ltd.**, Alexandria, VA

**Senior Art Director** (add'l titles held; Art Director, Senior Designer), 9/96–5/04

**The Invisions Group Ltd.**, Bethesda, MD

**Designer**, 8/95–8/96

**Signum Design Studio**, Kent State University, Kent, OH

**Designer/Student Manager**, 9/94–8/95 — Part-time

**Sutter Communication Design, Inc.**, Lanham, MD

**Designer/Production Artist**, May to Sep. of 90, 91, 92, 93, 94 — Seasonal full-time

## *education*

**Kent State University**, Kent, OH

**Bachelor's of Fine Arts—Visual Communication Design**, 9/90–5/95

Magna Cum Laude

Dean's List (6 semesters),

Undergraduate Student Senate Academic Achievement Award

Awarded Senior Project of the Year Honors

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