



Creative Director
Brand Builder
Brooklyn, NY

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📷 @jasonprater

Education

BFA | Graphic Design
Minor in Sculpture
May, 2000

Skills

Creative Direction
Art Direction
Brand Development
Logo Design
Hand Lettering
Type Design
Illustration
Web Design
Packaging Design
Publication Design
Copywriting

Software

Adobe Creative Suite
Illustrator, Photoshop, InDesign, After Effects, Dimension, XD

HTML / CSS
Power Point / Keynote
Wordpress
Framer
Webflow
SVGator
Rive
Procreate (iPad Pro)
Glyphs
Midjourney
Stable Diffusion

Work Experience

Farmhouse Branding *Memphis, TN*
April, 2012 - Present

Co-Creative Director

As a boutique, full service branding agency Farmhouse specializes in small business brand development primarily servicing the hospitality industry. My role consisted of concepting, developing, and fulfilling all design assets for Farmhouse clients while working closely with the agency owner and Co-Creative Director.

The Commercial Appeal *Memphis, TN*
February, 2008 - April, 2012

Creative Director of Niche Publications

Niche Publications was a magazine publishing house within the Commercial Appeal newspaper. Working closely with the editor of each publication I oversaw ad concepting and design, story concepting, photo shoot art direction, and layout of each publication in its entirety.

Awards & Recognition

American Advertising Federation Addy Awards

2013 - Local 1 Gold, 2 Silver

2014 - Local 4 Gold, 1 Silver

2015 - Local 4 Gold, 3 Silver
District 1 Silver

2016 - Local 14 Gold, 2 Best Of
District 4 Gold, 8 Silver
National 7 Gold, 3 Silver

2017 - Local 5 Gold, 6 Silver, 1 Best Of
District 2 Gold

2018 - Local 4 Gold, 3 Silver
District 3 Gold, 2 Silver
National 1 Silver

Logo Lounge Book Volume 10 5 logos chosen and included

Typism Book 9 Chosen Lettering composition

Appearances & Workshops

Guest Appearance on the Creative Memphis Podcast

January, 2015

Talk/Shop Hand Lettering Talk

Conducted Hand Lettering Speaking Engagement for Creative Works Conference.

June, 2016

This is NOT a Lettering Workshop

Conducted 3 Hour Hand Lettering Workshop at Creative Works HQ.

March, 2018

Hive Collective Pop-Up Makers Market

Contributed craft merchandise to a pop-up market initiated by The Hive Collective, a consortium of Memphis based designers.

August, 2018

Lettering Is Design

Conducted a hand Lettering workshop at the Memphis Jewish Community Center.

August, 2018

Creative Works Conference Makers Market

Sold Casual Script merch at the Creative Works Makers Market

October, 2018

Lettering is Design Workshop Series

Conducted a monthly Hand Lettering workshop introducing different aspects and styles of hand lettering to beginners.

January, 2019

Hand Lettering Talk at Memphis Calligraphy Guild

Spoke to members of the Memphis Calligraphy guild about my lettering practice and the difference between calligraphy and lettering

June, 2019



SCAN FOR PORTFOLIO