



Jason Lester

Creative Leader &
Visual Designer

<http://www.jrob.me>

jrob@jrob.me

571-316-6740

Security Clearance

Current TS/SCI

About me

I am a visual design lead with over 20 years of experience in studio, corporate and freelance environments.

As a designer and creative leader I bring a proven knowledge of design strategy, concept development, project management and communication to the table. As a leader I strive to inspire my team and challenge them to grow.

I am proficient in:

Creative Team Management
Project Management
Print/Web/Interactive Design
Instructional Design
Accessible Design
Design Direction
Brand Creation & Reinvention
Message & Brand Consistency
Visual Communications
Video Production
Video Editing
Photography
Social Media Marketing
Storyboarding
HTML, CSS, JS & jQuery

Professional Experience

Design Group Manager
Company Confidential, Reston, VA

Sept 2017 – Sept 2024

Lead a team of web designers, graphic and product designers, creative and technical writers in creating web presences, style guides, marketing and educational materials.
Revamped my team's intake and work processes to improve efficiency by 30%. Management tasks included project scheduling storyboarding and creative direction, de-escalation, weekly one on ones with employees, standups, project kickoffs, quarterly employee reviews, budgeting and quarterly funding requests.

Design Lead
Novetta Solutions (formerly IBG) , McLean, VA

Feb 2012 – Sept 2017

Providing design direction and leading creative design projects for multiple customers. Support marketing with print design, advertising collateral, web, print graphics and video production/editing. Design and produce quarterly educational materials reaching over 25,000 service members and their families. Grew my creative team by 350% and modernized all of our processes resulting in a major contract re-compete win.

Senior Web, and Graphics Designer
Circinus - LLC , Ft Belvoir, VA

Sept 2010 – Feb 2012

Responsible for creating and leading the creation of web sites, graphics, print materials, branding and identity packages. Created technically heavy information systems with multiple stakeholders, de-conflicted issues between stakeholders to minimize risk and conducted user testing all to deliver a final result that met the requirement for all parties involved. Designed distance learning courseware. Responsible for the branding, visual design and the UI/UX design of Microsoft SharePoint Portals.

Senior Web, and Graphics Designer
Auburn Document Centre, Auburn, NY

Nov 2009 – Sept 2010

Responsible for the design and directing the design of web sites, web graphics, interactive media, and print items. I also led clients through each phase of the project from initial meetings to proposals, budgets and deployment of the final product.

Distance Learning and Web Designer
Lockheed Martin / Circinus - LLC, Newington, VA

Aug 2007 – Aug 2009

Collaborated with subject matter experts and instructors to develop distance learning courseware. I designed web portals for two different client programs to be used as collaborative and informative tools for thousands of students across the globe. I also assisted instructors in designing learning materials for classroom use to include; graphics and flash media items for on screen presentations, banners, book covers and graphics/layout support for textbooks.

Information Systems Chief / Web Designer
United States Marine Corps (Active Duty)

July 2003 – July 2007

Responsible for the design of web sites for several Headquarters elements and for administering and designing SharePoint Portals.

Education

Associate of Science, Art Institute of Pittsburgh - Web and Interactive Media
CompTIA Certifications - Security+ (2010) Sever+ (2011)