



Jason Lester

Creative Leader &
Visual Designer

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About me

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

As a designer, marketer 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
Leadership
UI/UX Design
User Experience Design
Human-centered Design
Instructional Design
Creative Direction
Brand Creation & Reinvention
Message & Brand Consistency
Visual Communications
Video Production & Editing
Photography
Communication Strategies
Social Media Marketing
KPI Evaluation
AI Training and Utilization
Storyboarding
HTML, CSS, JS, PHP

Professional Experience

Creative Director

GTG.Online, Alexandria, VA

Sept 2024 – Present

Crafted integrated creative strategies for new product launches.

Created the visual brand to match the company's young and professional cybersecurity focused tone of voice. This includes style guide, marketing collateral, investor collateral, report-based products, website, social media, video and user interface design.

Worked alongside leadership, sales and development teams to create a go to market strategy for GTG's product line.

Seeded and trained a Large Language Model with key data points and tone of voice to provide AI generated assistance in the production of collateral.

Established new creative standards for social media and video posts

leading to an increase of 65% in views and a 100% increase in interaction.

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, and user interface design for our suite of applications and business services.

Revamped my team's intake and work processes to improve efficiency by 30%. Managed, assigned and deconflicted over 400 separate tasks per year for seventeen different customers and stakeholders.

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.

Maintained a 100% employee retention rate over a five year period. I was the only leader in the company who maintained this level of retention.

Design Lead

Novetta, McLean, VA

Feb 2012 – Sept 2017

Providing design direction and leading creative design projects for multiple customers and stakeholders.

Support marketing with print design, advertising collateral, web, print graphics, video production/editing and user experience consultation.

Design and produce quarterly educational materials reaching over 25,000 service members and their families around the globe.

Grew my creative team by 350% and modernized all of our processes resulting in a major contract re-compete win.

Mentored junior team members in data-driven design practices, improving the team's overall creative output.

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, 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.

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

Circinus – LLC, Newington, VA

Aug 2007 – Aug 2009

Collaborated with subject matter experts and instructors to develop distance learning courseware and training aids.

Designed web portals for two different client programs to be used as collaborative and informative tools for thousands of students across the globe. 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)