



JESSE SALER

Art Director
Graphic Designer

Pronouns: They/Them

ABOUT

Creative/human with over 8 years of industry experience. Motivated by positive impact and social good. Driven by the pursuit of knowledge and attaining new skills. Fueled by cold brew and videos of startled red pandas.

SKILLS & INTERESTS

Related Skills

Adobe Creative Suite; Photoshop, Illustrator, InDesign, XD; Integrated Marketing, Typography, Calligraphy and Lettering, Strategic Thinking, Conceptual Direction, Photography, Photographic Direction, Social Media Management and Content Creation.

Additional Skills and Interests

Social Justice, Environmental Justice, Cooking, Woodworking, Roller Skating, Printmaking, Sign Painting, Embroidery, Greeting Cards, Cats, Learning.

CONTACT

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WORK EXPERIENCE

CTP BOSTON – February 2019–October 2020

Boston, Massachusetts

Art Director/Designer

Concepted and executed integrated campaigns, designed websites, branding, social, and experiential events.

Clients

Dunkin', Fundación Mapfre, EditShare, EasternBank, BitSight, Mass. Ambulance Association

GLOBAL PROTECTION CORP./ONE CONDOMS – September 2015–February 2019

Boston, Massachusetts

Senior Designer

Concepted and executed print collateral and education material, created social media assets, built regular emails using MailChimp, packaging design, product photography and editing, and even some online customer service.

CASUALIGRAPHY – August 2014–Present

Somerville, Massachusetts

Owner

Services

Calligraphy and Lettering, Social Media Content, Marketing & Design Consultation, Event Decor and Ephemera, Signage, Graphic Design

Clients

NorthStar Academy, ONCE Ballroom & Lounge, Mudhouse Cafe, Various Wedding Parties

RELEVANT 24 – September 2014–April 2015

Boston, Massachusetts

Graphic Designer/Content Creator

Analyzed trending topics to quickly create and execute reactive content.

Concepted and produced proactive content, i.e. holidays and branded campaign support.

Clients

TBS, American Dad, State Farm, Priceline

BRIGHT RED\TBWA – February 2012–July 2014

Tallahassee, Florida

Art Director

Clients

Florida Prepaid College Board, Pilot Pen, The City of Pensacola, Homes.com/ForRent.com

EDUCATION

GENERAL ASSEMBLY – November 2018–January 2019

Boston, Massachusetts

User Experience Design; Part-time Course

THE CREATIVE CIRCUS 2011

Atlanta, Georgia

Art Direction

EMERSON COLLEGE 2009

Boston, Massachusetts

Integrated Marketing Communications (B.S.)
Psychology and Photography Minors

Clubs & Affiliations

Orientation Staff, EAGLE (GSA) PR Chair, Developed Images, Kasteel Well Spring 2007

HONORS

GRIFFIN FARLEY'S BEAUTIFUL MINDS 2014, FINALIST

BBH, New York City, NY

2013 & 2014 REGIONAL TALLAHASSEE ADDY AWARDS

COMMUNICATION ARTS ONLINE EXHIBIT

Our Florida Prepaid College Board print ads were added to the online advertising gallery.