

# JOSE SALAS

CREATIVE | DESIGN DIRECTOR | UI/UX | BRANDING

📞 865.209.8470    ✉️ salasdesign@gmail.com    🌐 salascreative.com

## summary

A creative thinker dedicated to developing innovative solutions, I specialize in balancing client expectations with strategic business goals to deliver impactful branded design solutions. My work encompasses a diverse range of projects, including successful digital campaigns, user interface design, email marketing, and print advertising collateral.

## professional experience

### South College, Creative Director

(2022-Present)

Knoxville, TN

As Creative Director, I oversee South College's advertising and marketing, creating visual layouts and maintaining branding. I collaborate with campus leadership to understand needs, brainstorm ideas, manage budgets, and produce projects. My role is to deliver engaging content that aligns with leadership's goals and drives enrollment. I've modernized brand standards, advertising, photography, digital ads, landing pages, TV commercials, and marketing campaigns.

- During my first three years at the college, I played a key role in driving the rapid growth of student enrollment, increasing from 4,500 to over 16,000 students, representing all 50 states.
- My role was instrumental in distinguishing South College's brand from the 'sea of sameness' common in higher education branding practices.
- Established a photography and video process to capture authentic student images, producing over 5,000 pieces of content annually for South College's marketing.
- Sole creative responsible for conceiving, designing, and executing all assets across 10 campuses, ensuring brand consistency and quality.

### Jewelry Television

(2004-2022)

Knoxville, TN


### Creative Services Digital Design Director (2017-2022)

Gained strategic knowledge of building digital campaigns across multiple channels including; web ads, e-commerce, email marketing and branding. Helped develop new brand identity and directed user experience for new ventures. Provided creative direction that tells the stories of the jewelry brands, drives engagement, and strengthens the brand. Mentored, managed, and grew a team of successful visual designers, art directors, photographers and managers.

- Design direction of digital creative for a large online jewelry retailer and TV shopping network
- Worked with product owners to launch JTV Auctions, JTV blog, JTV App and Jedora marketplace
- Created a positive work culture that empowers the team to be creative
- Lead design process working with a team to create branded experiences for new partnerships
- Ideation and research process to generate engaging website & digital experiences
- Develop flowcharts and sitemaps diagramming steps improving JTV.com and overseas imaging process

### E-commerce Design and UI/UX Manager (2008-2017)

Management of diverse creative disciplines and mentored designers by providing constructive feedback, to update the JTV.com brand through lifestyle photography in promotions. Worked as a team to design niche jewelry brand websites through art direction and designing layouts to lead the process. Worked to design user interfaces through research and ideation to develop a meaningful user experience that emphasized with the customers needs.



Leadership and project management of team was an integral part of my daily responsibilities to meet quick turnaround deadlines. Art directed designers and photographers to explore new presentation techniques to elevate the JTV brand through environment prop photography and fashion forward lifestyle photography to show jewelry in context of one wearing. Worked closely with E-commerce site operations product managers, product owners, content writers and stakeholders to design website solutions for roadmap projects that improved the shopping experience from shopping cart to shipping confirmation.

Results:

- Developed a digital brand system that molded the look and feel of JTV as a company
- Manager and UI Designer of JTV.com during the Oracle content management system migration
- Strategic design approach factoring in user research, and testing findings to inform the experience
- Developed a digital brand system that molded the look and feel of JTV as a company
- Ideation and research process to generate useful design solutions in agile environment
- Rapid wire framing solving real problems for website and mobile responsive

### **E-Commerce Senior Web Designer** (2004-2008)

Created and produced user centered interfaces for JTV.com ranging from stand alone jewelry verticals to checkout shopping carts. Ensured the JTV.com brand continuity on all website integrations. Provided art direction to designers and photographers creating rich digital content in line with the company strategy. Design lead of JTV.com during the Demandware content management platform migration.

Expanded knowledge of visual design, information architecture, user interface design, and working knowledge of content management systems, including; designing TV broadcast graphics and printed box inserts to support jtv.com campaigns.

### **Asen Marketing, Art Director**

(2002-2004)

Knoxville, TN

Primary responsibilities included design of web sites interfaces, CSS/HTML development and brand identity for food industry clients such as Mayfield Dairy Farms, Vietti Chili and brand identity conceptualization. Designed print collateral to art directing food photo-shoots. Collaborated with Creative Director and editorial team during the idea generation process to brainstorm the best design solution.

- Ensuring a high standard of visual execution across all media and campaigns
- Formed relationships with clients to create website experiences from wire frames to development
- Leadership of the visual elements of creative work for new business pitches
- Upheld design agency brand guidelines in all self promotional materials
- Coordination of work with other photography and graphic designers

### **education**

#### **Art Institute of Dallas, Visual Communications**

Associates of Applied Arts

#### **Art Institute of Dallas, Multimedia**

Associates of Applied Arts

J O S E   S A L A S

📞 865.209.8470

✉️ salasdesign@gmail.com

🌐 salascreative.com