

Jason Holland

Sr. Designer/Creative Director

Sr. Designer and Creative Director, Jason Holland provides a holistic approach to purpose-driven web design and integrative digital marketing to help you thrive, sell with heart & soul, and generate income online.

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Professional Experience

Sr. Designer/Creative Director/Founder

Samadhi Breath 2020-Present, Puerto Vallarta, Jalisco, MX (Self-Employed)

- Designed the complete brand system and visual identity, establishing a consistent look and feel across all marketing collateral, including the responsive website.
- Designed and built the Wordpress website featuring membership, e-commerce, and built-in CRM.
- Created SEO content for website, social media and YouTube videos.

Sr. Designer

The KKIS Project 2020-2022, Puerto Vallarta, Quintana Roo, MX (Contract)

- Rethinking the user experience and the site's brand strategy from the ground up, redesigned The KKIS Projects digital platform for scalability and long-term growth.
- Migrated and updated the WordPress-integrated CRM system for enhanced email marketing automation campaigns and landing pages for improved user experience and donation goals.
- Managed and maintained the security, performance, and data structure of the WordPress website to ensure optimal performance of the site, SEO, and the safety and security of private user data.
- Optimized the integration between the KKIS Website, Auctria & Classy. Created landing pages, email campaigns, and email automations.
- Supported and manage email contacts, lists, tags, and campaigns in FluentCRM to keep the email list and prevent/limit future delivery of email campaigns to spam—ensuring proper and ongoing communication between KKIS and email list(s) contacts.

Sr. Designer

SharpSpring Ads 2021-2022, Gainesville, Florida, US (Contract)

- Formerly Perfect Audience, SharpSpring Ads came to Jason in need of a website redesign.
- Gave the website a second refresh to match the SharpSpring brand.
- Designed and built sales marketing funnels and landing pages leveraging OptimizePress.

Sr. Designer

SharpSpring 2019-2020, Gainesville, Florida, US (Contract)

- Provided SharpSpring ongoing, responsive WordPress website design and development of landing pages, stewarding the SharpSpring brand.
- Conceptualized and illustrated a character for the companies 404 error page, named "Sharpy."

Sr. Designer & Creative Director

The MiniOne® System 2014-2019, San Diego, California, US (Contract)

- Designed the complete brand system and visual identity, establishing a consistent look and feel across all marketing collateral, including the responsive website.
- Directed a team of designers, photographers, illustrators, developers, and SEO content writers.
- Designed and built WordPress e-commerce website with an emphasis on brand consistency, product and sales conversion, and search engine optimization (SEO).
- Designed product landing pages and social media marketing campaigns for events.
- Created an email marketing campaign that yielded above-average, and industry specific, open and click rates (31.6 percent and 2.1 percent, respectively).

Career Highlights

Bounty from the Box

- Created user experience (UX) wireframe prototypes, designed visual user interface (UI), and coded front-end WordPress web development by leveraging the responsive Bootstrap framework.
- Designed the website, including an engaging online social community for sharing recipes and find community supported agriculture resources.

The Willows Inn Bed & Breakfast

- Designed a beautiful responsive website that resulted in increased mobile traffic and higher reservations-to-sales conversion.
- Implemented enhanced performance and security measures to strengthened customer data security and increase load times twofold.

Apple

- Used Apple's style guidelines to create Web-ready graphics and HTML pages for the QuickTime that followed CSS web standards.

Starbucks

- Selected to create a marketing campaign (including coffee bag label and music CD package) for the regional flagship store.

Education

University of Oregon

Earned credits toward a Digital Arts, BFA
1998 - 2000 | Eugene, Oregon

Portland State University

Graphic Design
1997-1998 | Portland, Oregon