Jon Masterson

Experience

Health-Scripts, Chief Creative Officer
Sep 2022-Present • Morrisville, NC

I create an assortment of digital and printed marketing materials for health care provider engagements including branded MailChimp emails, landing pages, and printed collateral. I am also developing a new website and streamlining UX processes for event onboarding and sign-up.

Kane Realty Corporation, Creative Director
Feb 2008-March 2022 • Raleigh, NC

At Kane, I conceptualized, developed, and delivered all creative needs through a spectrum of services. I built a WordPress theme framework for mixed-use properties that leveraged stakeholders by allowing them to make updates, keeping communities buzzing with activity.

Credit Suisse, Graphics Operator
Jul 2007-Feb 2008 • Morrisville, NC

While working for this investment bank, I created and edited branded IPO road show presentations. In addition, I also created corporate communications, meeting materials, branded signs, invitations, custom posters, and collateral materials.

Taro Pharmaceuticals, Senior Graphic Designer
Feb 2004-Sep 2006 • Hawthorne, NY

At Taro, I led the process of creating ads, brochures, logos, displays, marketing materials, and web graphics. I worked with print vendors throughout the production process — requesting estimates and overseeing press runs for varied multimillion-dollar private label clients. I also managed the design team to ensure the quality and timely completion of all projects.

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Skills

- Over 23 years of experience designing dynamic creative solutions, 16 years developing websites, and 11 years developing cross functional teams

- Extensive experience with the following software, languages, and services:

  - Adobe Creative Cloud: Acrobat, After Effects, Animate, Illustrator, InDesign, Photoshop, XD
  - CSS, HTML, JavaScript, jQuery, Laravel, PHP, React.js, Vue.js
  - Calendly
  - Caspio
  - Figma
  - Flickr
  - Font Awesome
  - Github
  - Google: Docs, Developer APIs, Analytics
  - MailChimp
  - Microsoft: Excel, Github, PowerPoint, Teams, Word
  - Shopify
  - Slack
  - Twilio
  - WordPress

Education

- Rutgers University (1996-1999)

- County College of Morris (1992-1995)