

Lori Jackson *Design Director*

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Experience

ART DIRECTOR, DIGITAL DESIGN

DC Comics

Burbank, CA // 2013-Present

- » Interface with cross-functional teams to ensure consistent branding across all platforms
- » Design content for digital partners, ad sales, CRM, and marketing teams
- » Create engagement opportunities across consumer touch-points
- » Curate and update digital assets for apps and webstore

CREATIVE PROJECT MANAGER

Lucky Strike Entertainment

Sherman Oaks, CA // 2007-2013

- » Design deliverables for print, online, and interactive formats
- » Manage and lead design team in a fast-paced creative environment
- » Coordinate print and budget proposals
- » Maintain brand identity across all business models

SENIOR DESIGNER

House of Blues / Live Nation

Hollywood, CA // 2001-2007

- » Lead national branding for concerts and sales team
- » Create, track, and organize projects to ensure timely delivery
- » Creative ideation for promotional materials

Education

BACHELOR OF SCIENCE, ART & DESIGN

California Polytechnic State University

San Luis Obispo, CA // 1997-2000

ASSOCIATE IN ARTS, GRAPHIC DESIGN

Saddleback College

Mission Viejo, CA // 1995-1997

Skills

DESIGN LEADERSHIP

- » Leading, structuring and managing design teams
- » Targeted research/data analytics
- » Collaboration with internal/external clients
- » Creation/delivery of presentations
- » Expert managing of simultaneous work streams
- » Exceptional product delivery

TECHNICAL

- » Adobe CC
- » HTML
- » CSS
- » Basecamp
- » FileMaker Pro

INTERESTS

- » Live music
- » Collecting art
- » Gardening
- » Crafts
- » LA culture
- » Travel