

LORI JACKSON

GLENDALE, CA // 949.291.0324 // LJ.DESIGN.LA@GMAIL.COM
LJ-DESIGN.LA // LINKEDIN.COM/in/LORIMJACKSON

SUMMARY

A driven and versatile Creative Director with 15+ years of proven success in the entertainment industry. An innovative and strategic leader who excels at building empowered teams, designing brand-aligned campaigns, engaging in cross-functional collaboration, and streamlining workflows to meet both business and creative objectives in high-pressure environments.

EXPERIENCE

DC COMICS, BURBANK, CA, 2013 – PRESENT

SENIOR ART DIRECTOR: MARKETING & CREATIVE SERVICES, 2019 – PRESENT

SENIOR ART DIRECTOR: DESIGN, CUSTOM, & SPECIAL PROJECTS, 2017 – 2019

ART DIRECTOR: INTEGRATED PUBLISHING, 2013 – 2017

- » Recruited to spearhead graphic design lifecycle for 10+ simultaneous 360 campaigns in fast-paced publishing house's new Creative Services department
- » Collaborate with key marketing stakeholders across four departments to design compelling print, digital, social, and promotional collateral that elevate publishing division initiatives and capture brand identity
- » Work closely with VP and Design Director to ensure all creative concepts reflect current trends, encourage audience engagement, and meet strict quality standards
- » Promote empowered and collaborative office culture while mentoring individual designers
- » Leverage Monday.com and Box.com expertise to streamline workflows, approval processes, and asset management, personally onboarding cross-functional teams to accelerate buy-in and implementation
- » Create collateral and environmental designs for high-profile events including Comic-Con, American Library Association, and BookExpo America
- » Seamlessly step in to fulfill special projects that involve packaging and Point of Sale (POS) design as well as social media and online ad campaigns for custom clients
- » Designed dynamic cover layouts and interior pages for graphic novels and repurposed material, working closely with editorial and production teams to ensure art direction met brand and audience expectations
- » Implemented digital routing system for design group that resulted in multi-department implementation

PROJECT HIGHLIGHTS:

Teen Titans: Raven: Designed promotional items, social media graphics, and marketing ads for launch of new young adult graphic novel and USA Today bestselling book

80 Years of Batman: Created designs for deluxe edition publication and ad campaign to support ongoing top 10 sales list status; Designed box set to house this book and last year's 80 Years of Superman book; Partnered with franchise management to build custom newsletter template for company-wide celebration of the Bat

Secret Spiral of Swamp Kid: Art directed and created publication designs for highly-anticipated original graphic novel for kids and marketing campaign assets throughout book's lifecycle

HONORS: Earned promotions as result of successfully balancing increased creative workloads and workflow improvement initiatives while delivering superior quality graphics to stakeholders

LUCKY STRIKE ENTERTAINMENT, SHERMAN OAKS, CA, 2007 – 2013

CREATIVE SERVICES MANAGER + SENIOR DESIGNER

- » Managed and fulfilled diverse graphic design projects from concept through final approval for high-end bowling entertainment company, collaborating with stakeholders to maintain high-quality and consistency across 20+ locations
- » Created cohesive campaigns that integrated print, interactive, environmental, and social media formats
- » Partnered with marketing manager to build in-house department from the ground up, managing and mentoring two designers who progressed into higher level positions
- » Evolved branding away from dated retro look into sophisticated lifestyle brand by transforming website visuals, signage, menu design, uniforms, and retail merchandise
- » Hired talent, negotiated vendor contracts, and art-directed photoshoots for lifestyle campaigns and food/beverage service shoots, meeting tight schedules and budgets
- » Shortened turnaround times for common print requests by developing templates and partnering with Office Depot to create on-demand print service
- » Forged trust-based relationship with local printer and supervised press checks for 100% accuracy

HONOR: Promoted from design to management role as result of fulfilling increased workload and successfully mentoring new hires during period of rapid scaling and growth

LIVE NATION, HOLLYWOOD, CA, 2004 – 2007

SENIOR DESIGNER + PROJECT MANAGER

- » Designed corporate visual branding and developed cohesive promotional materials for concerts, store merchandise, restaurant menus, and special event advertising for three Southern California House of Blues (HOB) venues
- » Managed two designers and successfully guided team through 2006 HOB integration into Live Nation
- » Fostered trust-based relationships and balanced diverse music-venue personalities to fulfill creative visions that aligned with corporate branding
- » Oversaw tight print budgets and secured vendors who could maximize efficiency while minimizing cost

EDUCATION

BACHELOR OF SCIENCE

ART & DESIGN

California Polytechnic
State University
San Luis Obispo, CA
With Honors

ASSOCIATE IN ARTS

GRAPHIC DESIGN

Saddleback College
Mission Viejo, CA
With Honors

CONTINUING ED

UX BOOTCAMP

General Assembly
Los Angeles, CA

WEB DESIGN & CSS

UCLA Extension
Los Angeles, CA

PROVEN STRENGTHS

CREATIVE LEADERSHIP

Creative Direction
Team Leadership
Collaboration
Clear Communication
Project Management
Asset Organization
Budgeting
Vendor Negotiations
Creative Solutions
Attention to Detail
Multitasking

TECH SKILLS

Microsoft Office
Word, Excel
PowerPoint, Outlook
Adobe Creative Cloud
Photoshop, InDesign
Illustrator, After Effects
Basecamp
Box
Monday.com
Slack
Trello
Social Media
for Marketing