

Contact

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Top Skills

Creative/Visual Design
Email Design
Application Programming Interfaces (API)
Web development projects
UI/UX interfaces
Technical analysis
Website optimization
Content marketing strategy
Business analysis
Brand awareness
Concept development
Issues resolution
Strategy development
Team collaboration
Organization and planning

Certifications

Google Online Marketing Fundamentals
Creative Direction

Jason McGuiness

Art Director, Visual Design, Development
Greater Philadelphia

Summary

With over 15 years in design and creative direction, Jason McGuiness brings a unique blend of strategy and innovation across in-house and agency roles, excelling in branding, web development, and high-impact campaigns. He has directed major projects for clients like Stanadyne, Hofbräuhaus, and Ricardo UK, delivering rebrands, enhancing UX/UI, and leading cross-functional teams. Proficient in Adobe Suite, Figma, and UI/UX design, Jason also co-founded Common Good Records, overseeing brand identity, packaging, and release campaigns for global distribution.

Experience

Limaia Paris

Creative Director / Strategist

March 2023 - Present (1 year 11 months) Paris, Île-de-France, France

Creative director for Limaia Paris, a Paris-based fashion accessories brand. In my short time working with the founder, I have played a pivotal role in elevating the brand's image and market presence globally. Notably, we have successfully increased the number of retail outlets from 20 to over 75, within a span of one year through a website rebrand, redesign and relaunch. The additional creation of an online catalog, lead capture form and SEO work, and offline efforts have led to the increased success of the business without traditional paid marketing campaigns.

<https://limaiaparis.com/>

Touchstone Communities LLC

Sr Wordpress Developer - Park Circle Life

June 2020 - April 2024 (3 years 11 months)

Vista, California, United States

The Park Circle project, situated in northern San Diego County's Valley Center community, spans 64 acres on the west side of Valley Center Road. This development will feature over 600 residential units, a 6-acre retail/commercial center, a central park, community recreation center, and a robust multi-purpose trail system, bordered to the south by Mirar del Valle.

In my role, I successfully converted PSD designs into a responsive WordPress website with a custom admin backend for easy updating, implemented custom API calls, and seamlessly integrated real estate listing software. The project was a success, with every available home in the development being sold.

Stanadyne LLC

Art Director / Sr Visual Designer - Digital Strategy Consultant

May 2017 - October 2023 (6 years 6 months)

San Diego, California, United States

Led the transformation of the Dealer Portal web app, which involved managing and designing a complex system. This included information architecture, user interface design, wireframing with Figma, and high-fidelity mockups using Photoshop and Illustrator. A minimum of 500 customers are interfacing with the portal at any time.

I collaborated closely with cross-functional teams, such as designers, project managers from various departments, and stakeholders. Together, we translated intricate requirements into functional design solutions. Additionally, I designed and produced API calls from ADP for careers landing pages and a multitude of other custom development work using Figma and the Adobe tools.

Working hand-in-hand with the marketing department, I successfully boosted SEO scores, resulting in a significant increase in website traffic and the achievement of key marketing objectives.

Carbon by Design

Sr Visual Web Design / Development

January 2023 - June 2023 (Contract - 6 months)

Vista, California, United States

Collaborated closely with the founder to oversee and execute the comprehensive corporate rebranding and website development project for CarbonByDesign.com, a Department of Defense (DoD) contracted company. Guiding the project from its inception, I played a central role in the wireframing using Figma, page designs with Photoshop, and WordPress development phases. The completed project resulted in a modernized brand identity but also significantly boosted website traffic and lead generation.

Hofbräuhaus of America - Beer Import

Art Director / Sr Visual Designer - Corporate Rebranding August 2020 - August 2021 (Contract - 1 year 1 month)

Greater San Diego Area

Led a transformative initiative to rebrand Hofbrau Beer's USA import business, a historic brewery, and spearheaded a modernized web design and development strategy. Successfully reimagined the brand's identity with a refreshed logo and comprehensive brand guidelines, striking a balance between tradition and contemporary appeal. Using Figma I developed the new site's information infrastructure, and with Photoshop I designed high fidelity mockups which we used to develop a fully responsive website featuring API calls to their distribution network, allowing consumers to find their products locally.

Ricardo plc

Art Director / Sr Visual Designer - Corporate Rebranding

March 2020 - October 2020 (Contract – 8 months)

San Diego County, California, United States

Contributed to the corporate rebranding and visual design initiatives for the USA branch of Ricardo Limited UK, collaborating closely with leadership to align with brand guidelines. Played a pivotal role in the design of the new website design and layout for the USA branch of the company.

Hofbräuhaus Belo Horizonte

Art Director / Sr Visual Designer - Corporate Rebranding

March 2020 - August 2020 (Contract - 6 months)

San Diego, California, United States

Designed and developed a product launch mini-site, <https://hb-sessionlager.com/>, to introduce Hofbrau Session Lager to the market. This mini-site served as the launchpad for the product. The branding ideas and wireframe concepts from this mini-site became instrumental in shaping a

comprehensive corporate rebranding strategy for Hofbrau Import USA. This project showcased a seamless integration of web design and branding, resulting in a successful product launch and the evolution of Hofbrau's corporate identity.

G4DesignHouse

Visual Designer / Web Developer

January 2016 - May 2017 (1 year 5 months)

San Diego, California, United States

Worked on a multitude of small business Wordpress sites, UI/UX designs, and Open Table API integrations for luxury brands and marketing campaigns.

Key Clients & Projects:

Open Table

Designed and developed a multitude of reservation sites and marketing materials, integrated with the Open Table API.

Clients:

Heineken

Lexus

Alfa Romeo

Caesar's Palace LV

San Pellegrino

Education

Los Angeles City College

AA, Graphic Design

Conde Nast College Of Fashion And Design

Creative Direction

