



Jason (Jayce) McSheehy

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Creative and result-oriented Graphic Designer with nearly 30 years of diverse experience across multiple specialties including technical and product industries as well as creative agencies. Adept at email marketing, digital advertising design, technical illustration, and brand management. Proven track record of success in both global corporations and small advertising agencies. Seeking opportunities to leverage extensive knowledge and skills to drive innovative solutions and contribute to organizational growth. As well as continually learn new skills and industry trends to improve my skills.

15 years working from home and being a self-starter. Monitoring and managing my workload to meet all deadlines and project goals.

#### **Advanced Skills**

- Photoshop
- Illustrator
- Dreamweaver
- Premier Pro
- WordPress
- MS Office
- InDesign
- Technical Illustration

#### **Working Knowledge**

- Figma
- Premiere Rush
- Reason (Music Program)
- Video Editing
- HTML5 Ad Creation
- Technical Writing

#### **Education**

Platt College  
Ontario, California  
Certificate in Graphic  
Design 1997-98

Bachelor's Degree  
Equivalent 27 years  
experience

### **Work Experience**

#### **What If Media Group / All Inbox**

*5/2015 – 12/2023 (8.8 years)*

#### **Graphic Design Specialist**

- Created and coded visually engaging email templates, incorporating innovative design styles, animations, and image formats to optimize engagement and conversion rates.
- New template testing for new design styles, animations and image styles.
- Designed marketing collateral and digital ads to support company initiatives and promotional campaigns.
- Developed visually compelling blog layouts and header designs for promotional articles, enhancing brand visibility and engagement.
- Managed the company's Branding Libraries to maintain consistency and integrity across all design assets for nearly 200 company owned online properties.
- Web design, mainly in WordPress, for new online properties.

- Executed social media design, multimedia design, and digital communication design to enhance brand presence across multiple channels.
- Continually managed multiple projects, ESPs and testing initiatives from concept to release.
- Social Media Management, including posting, creating and monitoring multiple accounts for multiple online properties. Mainly on IG, FB, X (Twitter), and online banner ads.

### **Combi USA, Inc**

*1/2013 – 1/2015 (2 years)*

#### **Technical Illustrator**

- Produced detailed illustrations and technical drawings for user guides, product labels, and other printed materials, adhering to regulatory standards and safety requirements.
- Ensured compliance with legal standards such as CPSIA, ASTM, and NHTSA child product safety standards, maintaining accuracy and precision in all printed materials.

### **Britax Child Safety**

*1/2008 – 7/2013 (5.6 years)*

#### **Technical Illustrator and Writer**

- Created technical illustrations and written instructions for user guides and product labels, ensuring clarity and ease of understanding for consumers.
- Reference legal standards for products and ensure all printed material is compliant with regulatory requirements, including: CPSIA, ASTM and NHTSA child product safety standards.

### **Directory and Maps, Inc**

*10/2006 – 6/2007 (5.6 years)*

#### **Marketing and Graphic Design**

- Illustration of city maps for the Chamber of Commerce organizations throughout California.
- Diverse advertising design for local businesses throughout each city.
- Production, layout and design of city publications including brochures, city maps and city travel magazines.

### **CAM Advertising Agency**

*10/1998 – 2/2007 (8.5 years)*

#### **Production Manager and Designer**

- Graphic design. Layout, business image creation, collateral design, jingle writing, voice over, video production, audio production, campaign creation.
- I handled every aspect of the advertising agency from concept to delivery, including print, radio and TV advertising.