



Jason (Jayce) McSheehy

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Creative and result-oriented Graphic Designer with 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 use my 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

### **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 and content creation, 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.

***Other titles held With What If Media:***

**ESP Development Communications Specialist**

- *ESP Relations Development, ESP account management, best practice development, new ESP testing and reporting, HTML template creation, FROM creation, domain purchasing and management, client campaign launches, client list and data management.*

**TechOps Associate**

- All backend domain set up and preparation. Including domain purchasing and aging, DNS setup, and routing of domains to correct area in internal system.
- Setting up new FROM addresses and attaching them to the corresponding list they will send to.
- Addressing all domain and redirect issues.
- Managing the redirect system.
- Setting up global defaults for sending so unsub and address always appear in each send.
- ESP account set up and management.
- Template creation and coding.

**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.