



Jerod Guillen

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About Me

Passionate multidisciplinary designer, creative thinker, clear communicator, adept Magic Mouse operator, full-time proud father and part-time video game junkie.

Experience

Art Director (Remote)

Moncur | Detroit, MI | 05/2022 - Present

- Develop creative B2B marketing concepts and strategy in collaboration with the entire team
- Collaborate with clients to define their brand or work within established brand standards
- Ensure consistency in visual and messaging components of all deliverables
- Create compelling content marketing, branding, packaging, print and digital assets (UI/UX)

Art Director (Hybrid)

Concentrek | Toledo, OH | 03/2018 - 05/2022

- Specialized in B2B healthcare/medtech marketing design strategy, but approached every project with a focus on crafting compelling content that resonates with the target audience, regardless of the industry
- Worked with clients developing go-to-market strategy for product launches
- Collaborated with internal and external teams to deliver highly impactful digital marketing, print campaigns, web/product design and medical GUI experiences
- Ensure consistency in visual and messaging components of all deliverables
- Performed client persona and target audience research

Marketing Design Supervisor

Rowmark, LLC | Findlay, OH | 09/2012 - 03/2018

- Served as an in-house design lead and expert on various mediums for five companies under one umbrella
- Responsibilities included brand management, marketing and advertising, print design, UI/UX, product photography and video production
- Consistently executed projects within timelines successfully while meeting internal expectations and budget requirements

Manager of Marketing Design

Pukka, Inc. | Findlay, OH | 09/2009 - 09/2012

- Served as design lead that managed a team of three
- Responsibilities focused on brand management, marketing and advertising, print design, creative direction, UI/UX, product photography, social media strategy, and apparel design
- Developed logo packages and collaborated on custom headwear designs for LPGA players, as well as Callaway Golf

Skills/Knowledge

- Adobe CC
- Adobe Xd / Figma
- Identity / Branding
- Print Design
- Strategy / Direction
- UI / UX / Prototyping
- Video Storyboarding
- Video Animation
- Social Media Design
- Photography / Studio
- Midjourney / ChatGPT / Claude / Runway
- Wireframing / Prototyping
- Environmental Design
- Emotional Intelligence
- E-mail Blasts
- Monday / Asana
- Mailchimp / Pardot
- Keynote
- Microsoft Office

Education

Bowling Green State University

Bachelor of Science in Technology
Visual Communication Technology
Graduated December 2005
Bowling Green, Ohio

Accomplishments

- Implemented a digital review process at Concentrek in response to the challenges presented by the pandemic
- Ensured design and assets were to spec for Times Square IPO launch for Sonendo, Inc.
- Identified and successfully integrated Qwilr to address issues related to client pitches and workload management
- Contributed to the development of a workflow process for implementing Lottie animations into web development projects
- Provided mentorship to four design interns over a period of 3.5 years

Recent Reads

- Twelve and a Half / Gary Vaynerchuck
- The Infinite Game / Simon Sinek
- Building a StoryBrand / Donald Miller
- The Dichotomy of Leadership / Jocko Willink
- The Win Without Pitching Manifesto / Blair Enns
- Zag, The Brand Flip, The Brand Gap / Marty Neumeier
- Find Your Why / Simon Sinek
- Radical Candor / Kim Scott