

EDUCATION

UC BERKELEY EXTENSION
Project Management, Spring 2019

Effective Leadership and
Management, Fall 2017

Social Media Marketing
Strategies, Fall 2015

Introduction to Marketing,
Summer 2015

THE STARTER LEAGUE

User Experience, Winter 2013

Advanced HTML/CSS, Fall 2012

COLUMBIA COLLEGE CHICAGO

Bachelor of Fine Arts

Graphic Design, 2009

SKILLS/SOFTWARE

Creative Strategy/Art Direction

Marketing Strategy

Project Management:

-Asana, Adobe Workfront, Smartsheet,
Basecamp, Project Libre

InDesign

Illustrator

Photoshop

Lightroom

After Effects (Beginner)

Acrobat/Distiller/Pre-Press

HTML5/CSS3/js/jquery

WordPress/php

UI/UX Design

-Adobe XD, Balsamiq

Google Analytics

Ruby on Rails (Front End)

Github

Photography - Film/Digital

Photoshelter

Microsoft Office

Copy Writing/Editing

EXPERIENCE

OAKLAND ATHLETICS | DECEMBER 2022-PRESENT

CREATIVE DIRECTOR

Leads team of graphic designers, motion graphic designers, photographers, videographers and a project manager. Guides creative decision making for advertising, marketing, social media, in-game experience, internal and external communications, Athletics.com, retail items, and community events. Manages the Athletics brand and its various applications, whether digital, print, uniforms, apparel, stadium signage, etc.

CHICAGO BLACKHAWKS | AUGUST 2022-DECEMBER 2022

GRAPHIC DESIGNER - REMOTE

Supporting the needs of the Blackhawks organization through creative solutions, including social media graphics, digital ads, email layouts, in-arena materials, publications and any other assigned projects.

UNIVERSITY OF CALIFORNIA, BERKELEY

CALIFORNIA GOLDEN BEARS ATHLETICS | DECEMBER 2013-JUNE 2022

DIRECTOR, BRAND CREATIVE AND DIGITAL SERVICES (2015-2022)

Leads team of graphic designers and video producers covering all areas of visual communications at Cal Athletics, including social media, print publications, posters, branded products, feature videos, in-stadium board show content, etc.

Creative Services unit covers 30 Cal sports and 10+ administrative units.

Successfully managed transition from Nike to Under Armour apparel partnership in 2017, including a complete re-brand that unified all 30 Cal teams under one brand identity. All uniforms and practice gear, facilities, stationery and signage updated.

Upgrading and implementing department-wide project management system to organize and track creative project requests.

Responsibilities: creative strategy, brand management & guides; uniform design; licensing; marketing campaign development; client/collaborator relations; sponsorship assets, facilities branding; event signage, employee professional development; vendor and logistics oversight, freelancer/contractor management, equipment procurement, budgets.

WEB MANAGER (2013-2022)

Design and maintenance of CalBears.com, CalAthleticsFund.com, the Cal Bears mobile app and Sportsology recruiting app. Layout and code custom landing pages. Monitor and interpret analytics; create and track digital ads; check accessibility and SEO. Educate coworkers on best practices and page editing skills.

CHICAGO SUN-TIMES | 2007-2013

SPECIAL SECTIONS LAYOUT DESIGNER, MARKETING/SALES GRAPHIC DESIGNER, ONLINE AUTO SECTION EDITOR

Complete work history and portfolio may be found at jlemein.com or [LinkedIn](#)