



MASON SHULTZ

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SUMMARY

Creative problem solver adept in print and digital design, illustrated across 5+ years of experience in related roles. Innovative and thoughtful with a passion for curating powerful campaigns and developing media channels. Eager to fulfill an Art Director position, and utilize my graphics, account management and communication skills alongside a professional team.

SKILLS

- Microsoft Office Suite
- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Adobe XD
- Wordpress
- Wix
- Figma

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- Articulate
 - Detail Oriented
 - Problem Solver
 - Creative
 - Collaborative
 - Brainstorming

EDUCATION

ROWAN UNIVERSITY

New Jersey • 05/2018
Bachelors | Advertising

PASSAIC COUNTY

New Jersey • 05/2016
Associates | Graphic Design

WORK HISTORY

Appliances Connection • Art Director

2021-PRESENT | Brooklyn, NY

- Integrated industry standard techniques and design tools to enhance team efficiency and cultivate a more robust department
- Adopted leadership responsibilities in the form of weekly trainings and educational seminars dedicated to technical skills within the creative industry
- Provided a verifiable 3% growth through strategic digital campaign concepts, successfully merging creative with commerce.
- Developed multiple brand guidelines through responsive logo design, thoughtful color curation and typographical expertise
- Curated responsive digital designs for multi-channel campaigns, including but not limited to email, social media and digital affiliate marketing.
- Designed creative briefs, catalogs and product spec sheets intended for print publication.
- Produced interactive animated and video content, optimized for multi-channel campaigns
- Collaborated across multiple departments to meet rotating deadlines

Adkraft Media Group • Graphic Artist

2018-2021 | Pitman, NJ

- Generated unique copy and design elements for print media over a diverse collection of clients
- Provided key feedback through a comprehensive knowledge of industry standard print guidelines, CMYK color format and print based software
- Communicated with customers to discern creative concepts, and successfully replicated them
- Maintained a regular quarterly schedule for all publications