

Jason Myers

JM

Design Director | Brand Systems & Digital Experience

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Experience

Design Director

Ninth Street Marketing

📅 2025–present 📍 Noblesville, IN

Lead creative strategy and design for B2B, civic, and enterprise software clients

- Designed and directed a co-branded 20×40 trade show experience for AUTOMATE, North America's largest industrial automation event, engaging more than 40,000 manufacturing professionals through interactive software and robotics demonstrations
- Led the brand refresh and CMS-driven website for The Paramount Theatre, a National Register of Historic Places landmark, creating user journeys for ticket buyers, renters, donors, sponsors, and community audiences while supporting editor workflows for Paramount staff

Director of Creative Design

RJL Solutions

📅 2022–2025 📍 Indianapolis, IN

Led brand, website, and campaign work for nonprofit, civic, tourism, workforce, and industrial clients

- Directed a CMS/CRM-driven destination website for Terre Haute CVB, supporting a \$300M+ regional tourism economy and improving visitor discovery and content governance
- Led Goodwill Excel Center's digital experience and campaign, guiding adult learners toward enrollment and achieving 150 inaugural students
- Designed a workforce recruiting website for Saturn Petcare, supporting North American operations for an international private-label pet food manufacturer by communicating company culture, values, and career opportunities

Director of Creative Services

One Point / Phoenix Innovate

📅 2019–2022 📍 Noblesville, IN

Led a cross-functional creative team across brand, digital, and marketing initiatives for Howmet, a global aerospace brand

- Directed brand architecture and digital product communication for Howmet Fastening Systems, part of a multi-billion-dollar global aerospace manufacturer, simplifying complex engineering products into intuitive web experiences and global sales tools

Senior Creative Manager

Henkel Beauty Care

📅 2013–2019 📍 Los Angeles, CA

Led brand and marketing design for Kenra Professional, part of Henkel, a global consumer and industrial products company, directing a bi-coastal team across retail, digital, packaging, and campaign initiatives

- Launched #myidentity, generating \$20M in its first year and contributing to growth from \$72M to \$100M over three years

What I Do

Creative leader designing digital experiences, brands, and communication systems that simplify complex information and help people take action

Partner with cross-functional teams to align business strategy, user needs, and design execution

Hands-on designer and mentor with expertise spanning digital products, websites, brand systems, campaigns, motion, and print

What I Know

🎨 Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat, After Effects, Premiere

🔗 Figma

💻 Webflow, WordPress, Shopify

🎯 Brand Systems, Design Systems, Digital Experience, UX/UI, CMS

🎬 Motion, Video, Photography

🖨️ Print, Packaging, Retail Graphics

🌟 AI-assisted creative workflows: ChatGPT, Midjourney, Perplexity

Education

Indiana Wesleyan University

B.S. Graphic Design & Photography
Cum Laude | Dean's List

Leadership & Teaching

Adjunct Instructor, Graphic Design

Indiana Wesleyan University

📅 2025–Present 📍 Noblesville, IN

Teach foundational design principles and Adobe Creative Cloud while guiding students through structured critique and creative problem-solving