



JASON USHER

WEB & GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Creative and results-driven Graphic Designer with over 11 years of experience developing compelling visual content across print, digital, and branding platforms. Skilled in translating complex ideas into clean, engaging designs that communicate clearly and resonate with target audiences. Expert in Adobe Creative Suite, typography, layout, and brand consistency. Adept at managing multiple projects, collaborating cross-functionally, and delivering on deadline with a sharp eye for detail and strategy. Passionate about pushing boundaries to create bold, effective visuals that drive results.

EDUCATION

BSc Graphic Design
Rasmussen University,
2011-2016

AAS Multimedia Technology
Rasmussen University
2011-2013

AWARDS

Magna Cum Laude
Rasmussen University, 2016

Summa Cum Laude
Rasmussen University, 2013

Rasmussen Leadership Academy
Rasmussen University, 2014

Design Student of Term
Rasmussen University, 2016

TECHNICAL STACK

- **HTML**
- **CSS**
- **JavaScript**
- **GSAP Animation**
- **Wordpress**
- **PHP**
- **SQL**
- **Figma & Webflow**

TOOLS & SOFTWARE

- Adobe Creative Suite (Photoshop, Lightroom, Premiere, After Effects)
- Capture One
- Corel Design Suite
- Affinity Design Suite
- Microsoft Office
- Canva & Creative Cloud Express
- Figma (for UI layout/design handoff)
- File Prep for Printers & Vendors

WEB DESIGN SKILLS

- Responsive Web Design
- UI/UX Design Principles & Best Practices
- Wireframing & Interactive Prototyping
- User Flow Mapping & Site Architecture
- Visual Hierarchy, Grid Systems & Layout Design
- Typography
- Color Theory & Brand Consistency
- Accessibility Standards (WCAG 2.1)
- HTML5 / CSS3
- Conversion-Focused Landing Page Design
- CMS Design: WordPress, Webflow
- Creative Concept Development
- Versioning & Design Handoff
- Problem Solving Through Design Thinking

GRAPHIC DESIGN SKILLS

- Visual Identity & Branding
- Layout Design (Print & Digital)
- Typography & Color Theory
- Logo Design & Iconography
- Marketing Collateral (Flyers, Brochures, Banners)
- Digital Advertising & Social Media Graphics
- Infographics & Data Visualization
- Pre-Press & Print Production
- Creative Concept Development
- Photo Editing & Retouching

PHOTOGRAPHY SKILLS

- Portrait Photography
- Lighting Techniques (Natural Light & Off-Camera Flash)
- Creative Direction & Visual Storytelling
- Client Posing & Expression Coaching
- Image Composition & Mood Creation
- High-End Retouching (Skin, Color Grading, Compositing)
- Color Theory & Tonal Balance
- File Management & Non-Destructive Editing
- Studio Setup & Light Modifiers

EXPERIENCE

Senior Web & Graphic Design Specialist
House of Usher Designs
Tomball TX · 2016-Present

- Led the creation of branded visuals across print and digital platforms, including brochures, signage, and social media campaigns.
- Directed the development of marketing materials that aligned with brand guidelines and improved client communication.
- Oversaw and coordinated freelance teams, ensuring design consistency, high quality, and timely delivery.
- Managed multiple design projects simultaneously while maintaining client vision, budget parameters, and production timelines.
- Delivered final artwork for commercial printing, ensuring accuracy in layout, color profiles, and output specifications.

Photographer & Retoucher
UnFStoppable Photography

Houston TX · 2012-Present

- Managed studio gear and lighting equipment including strobes, modifiers, and backdrops.
- Collaborated on creative concepts for themed shoots and campaigns, often producing visuals used for marketing, social media, and print collateral.
- Maintained an efficient, client-focused workflow for editing, file management, and timely image delivery.
- Planned and executed photoshoots from concept to delivery, including location scouting, lighting setup, styling input, and final output.
- Applied expert-level retouching techniques in Adobe Photoshop and Lightroom to enhance skin, correct lighting, and stylize images while preserving natural aesthetics.

Sales Manager
Keurig Dr. Pepper

Houston TX · 2018-2020

- Created in-store display visuals using product packaging and pixel-style graphic layouts to enhance shelf presence.
- Provided creative input for promotional materials and collaborated with regional marketing teams to implement design elements.
- Contributed to retail space planning with attention to brand positioning and visual hierarchy.