

Art Director

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My Journey!

I grew up with a **pet wolf**, lived in **South Korea**, and as a kid I was **kidnapped** for a brief moment. As a seasoned **creative** professional, I have **developed** a **keen attention to detail** within the realm of **design**, honing my **skills** in **graphics**, and **Adobe Creative programs**. I grew up learning how to **screen print** I developed my style of **illustration**. My proficiency in **Adobe Creative** tools has enabled me to effectively bring **ideas to life** through visually **engaging** designs. Throughout **my journey**, I've had the opportunity of **collaborating** with numerous accomplished **creative leaders**, revealing that the pillars of **teamwork** and **communication** are **vital** in crafting **impactful campaigns**. Being a part of these **powerful creative teams**, I've witnessed how these **connections** cultivate **growth** and **unity** for the individuals, **allowing the genuine talents of every person to shine through**.

Work History:

A7.co Athletic Wear: Creative Director - 2022-Present

Momentum WW: Senior Art Director - 2019-2022

Crispin and Porter + Bogusky: Studio Designer to Designer - 2015-2017

Work Experience/Accounts:

Coca-Cola	Coke Energy	Domino's	Overwatch Coca-Cola	Hershey's Chocolate/Ice Breakers - Mints
Powerade	Fruit of the Look	Infiniti	Kraft	Sprite campaign with Marvel Black Panther
NCAA	Goose Island	Hotels.com	GAF	A7 Athletic Wear - Campaigns throughout the year

Creative Growth:

Being on creative teams over the years has helped me become more professional. I have developed a strong eye for attention to detail, honing my skills in **screen printing, Adobe Creative programs, graphic design, illustrations, UX user experience, and website layouts**. My proficiency in Adobe Creative tools has enabled me to bring ideas to life through visually engaging layouts. As I **grew** into **Creative leadership roles** and gained more responsibility for **helping guide and manage projects** through **concepts** and **visual design**. A couple of my **favorite** ones that I got to work on was **Coca-Cola Coke Energy**. I was able to develop the final look and feel, creating key visuals to **communicate** with **designers** across the world. Another one of my **favorites** was the **Sprite campaign with Marvel Black Panther** was a wonderful **learning process**, and I was able to **work** closely with many **Creative Directors, Designers, and Copywriters** on layouts to **develop ideas** for influencers and point-of-sale designs. Using the Adobe programs, I would create **2D and 3D concepts/layouts** for **key visuals** and walkthroughs for point of sale to help **bring the ideas to life**. Seeing this campaign come to life was a **huge accomplishment**. Developing innovative and compelling creative concepts that align with project goals and match brand identities is such a **thrill I love** working on them!

Responsibilities:

Design Key Visuals
Create Design Guides and Rules
Concept Development
Collaboration
Project Management
Client Interaction
Team Leadership and Collaboration

Branding
Trend Awareness
Quality Check
Problem-Solving
Pitch Presentations
Media Management
Website UX Layouts

Skills:

Photoshop
Illustrator
Screen Printing
After Effects
Adobe Premiere
InDesign
PowerPoint
Painting
Drawing
Clothing Design
Textile Material Design
Google Slides
Mario Kart Drift Master

LET'S CREATE SOMETHING EPIC