

**Jake Sumpter**

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As an experienced designer within the creative field, I am looking to add value to any company harnessing the skills and experience I have acquired over my career. Technical skills in graphic design, production design, design systems, documentation, and creation of digital assets enable me to clearly communicate on both the client and agency side to conceptualize an idea and solve business problems.

EMPLOYMENT HISTORY**Freelance Graphic Designer and Photographer** - Sept. 2008 to Current

Designed and collaborated with clients building out UI kits, marketing assets, music lyric videos, presentation re-designs, and motion graphic assets. Additionally on the photography side focused on portraits, action shots, landscapes, band promotional shots, and live-action shots.

Production Designer**Block, Inc.** - May 2023 to March 2024

Collaborating with other disciplines designing at a systems level, develop and document processes for scaling, building design systems and templates for the production of social and web projects to be executed more efficiently, keeping a visual consistency for the brand, preparing and delivering assets for web, email, paid marketing, blog, and social media as well as some print formats such as shareholder letters, swag, and branded materials for events.

Motion Production Designer**Square** - Nov. 2020 to May 2023

Under the Square marketing org. prepare and deliver static and motion assets for web, paid marketing, blog, social, e-mail, app store, landing pages, and other digital communication channels. Built a design system to easily create animated and static display HTML banners without knowledge of animation or coding needed, saving production time and \$240k annually. Worked as a producer for demand generation videos as an essential voice for Square hardware and software throughout creative development and production. Prepare, deliver, animate, and localize product screen UI for marketing use. Built and maintained a component design system tool to localize screens more efficiently cutting down screen localization time by half.

Senior Graphic Designer**FoxNext Games** - Jan. 2019 to Oct. 2020

Conceptualize, design, and create solutions for marketing, mobile acquisition advertising, social, lifecycle marketing, print, and other multimedia venues: mobile featuring art, game icons, digital banners, rich media, e-mails, interstitials, banners, videos, content for game websites, social, in-game, and other multimedia venues in a fast-paced while keeping game brand consistent. While staying abreast of industry trends and best practices as it pertains to marketing and user acquisition art.

Senior Creative Specialist**InMobi** (AerServ acquired by InMobi) - June 2017 to Oct. 2018

Created digital assets in accordance with company goals and brand vision within the creative services team, main responsibilities included ideation and creation of interactive/playable ads and mockups.

Graphic Designer

LeEco - Jan. 2017 to June 2017

Created content such as videos, images, marketing material, social content, and e-commerce content to be used within the creative services department.

Production Designer (Contract)

Apple - April 2016 to June 2016

Worked cross-functionally with the extended publishing team to source localized images for Apple's international presence for product launches and promotional campaigns, troubleshooting any image issues, and interfacing with the production design team to develop digital-related solutions for evolving platforms.

Graphic Designer

Gameloft - Nov. 2014 to Nov. 2015

Collaborated with the marketing team to create compelling assets for both in-game messaging and external communication, animated game assets, mobile acquisition advertising, social media campaigns, and edited video footage seamlessly for social and YouTube.

Creative Services Designer (Contract)

PlayStation - May 2014 to July 2014

Ensured production of digital publishing art and promotional campaign materials, accounted for the workload to ensure meeting deadlines, and laid out various thumbnail sizes for the PlayStation and SEN stores. Cultivated multiple layouts and designed banners to be displayed throughout Sony Networks.

Graphic Designer

Agua Caliente Casino Resort & Spa - Feb. 2014 to May 2014

Created marketing assets for the entire company portfolio (Agua Caliente Casino Resort & Spa, Spa Resort Casino, and Indian Canyons Golf Resort) alongside the art director, production manager, and marketing team.

Graphic Designer Intern / Coach Cam Operator

Ontario Reign Hockey - June 2012 to May 2013

Creating motion graphic videos & graphics for their scoreboard and LED ribbon for their 2012 - 2013 season. After interning & still creating graphics, got hired on to be the coach cam operator, my duties were to record home games for the coach & the referees of the ECHL to go back & review after the game.

EDUCATION

Bachelor of Science - Graphic Design - The Art Institute of California - Inland Empire

SOFTWARE AND SKILLS

Adobe Creative Suite (Photoshop, InDesign, Illustrator, AfterEffects), Figma, Celtra, Sanity, Contentful, File Preparation, Motion Graphics, Design Systems, Marketing, Asset Management, HTML/CSS/ Markdown, Social Media, Lifecycle Marketing, Microsoft & Google Suite, Video Editing, and Photography.