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## EXPERIENCE

### CREATIVE DIRECTOR

2015-Current

Prime Motor Group | Saco, ME & Greater New England | [www.driveprime.org](http://www.driveprime.org)

I lead the in-house design team for the Prime Motor Group, representing 20 brands in four states: Maine, Massachusetts, New Hampshire, and Vermont.

- Champions Prime's brand standards and usage across all outlets and media types
- Directs and grows the group's creative strategy
- Mentors designers and foster an environment that promotes collaboration and growth
- Project management and timeline development for the creative department and key stakeholders
- Supervises production deliverables for the design department, partners and vendors, holding all partners accountable
- Engages vendors and service suppliers to fill specialized needs and develop efficient and beneficial partnerships
- Identifies areas of technical, staffing or system needs and researches and vets appropriate solutions

### SENIOR DESIGNER

2013-2015

IDSA - Industrial Designers Society of America | Herndon, VA | [www.idsa.org](http://www.idsa.org)

I managed the art direction, execution and management of the organization's diverse forward facing efforts.

- Created a scalable visual system for seven reoccurring annual conferences (5 regional, international and 1 medically focused event)
- Initiated community outreach by piloting, managing and producing the industry e-newsletter *designBytes*
- Updated the visual language for IDEA, the International Design Excellence Awards
- Advised on promotional strategies, campaigns and collateral with conference event partners nationwide to enhance programs' awareness and produce program materials

### SENIOR DESIGNER

2011-2013

Tier10 Marketing | Herndon, VA | [www.tier10marketing.com](http://www.tier10marketing.com)

Responsibilities included creative development, implementation and management of integrated marketing campaigns for national automotive brands including:

- Infographic design - Launch of the 9th generation Honda Accord
- Digital (front-end site development, wire-framing, site design)
- Social media (Facebook, ODA, Instagram, Twitter)
- Targeted (email blast and direct mail campaigns)
- Traditional (magazine and newspaper print, design elements for use in television production)
- Collateral and Out-of-Home (merchandising, point-of-sale, vehicle wraps and billboard signage)

## FREELANCE

Discovery Communications  
ShareNext Media  
Pureinfluencer  
Showpitch  
The Lynchburg Symphony Orchestra

Institute for the Psychological Sciences  
Tarpon Tale Inn  
Maxtena Inc.  
Virginia Tech Union  
Virginia Tech Athletics

## EDUCATION

Bachelor of Science in Industrial Design | Virginia Polytechnic Institute and State University

## SKILL SET

Management and planning, internal and external  
Brand identity and standards development  
Data and Information visualization design

## RECOGNITIONS

2012 office Movember Lead and Organizer • 2011 Habitat for Humanity Regional College Build graphics winner  
• 2010 PEAKE Awardee • Developed the visual identity for Virginia Tech's presence at the Milan Furniture Fair 2008-2009 • First student designer of Virginia Tech's Orange & Maroon Effect shirts - 2008 Football season • Eagle Scout