

JON PORCASI

CONTACT

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PROFILE

I am a New York-based designer specializing in brand development and creative direction. I have experience in print, packaging & web, as well as a strong understanding of social media & content creation. I also have a love for photography & styling. My approach to design is something that is always top-rate, a tad quirky but nonetheless ahead of trend.

DESIGN EXPERIENCE

Aug 2018-Current | New York, NY

Axis Promotions, Senior Designer

At Axis I lead the creative department and spearhead all design related projects including work in packaging, marketing, event production and social media. The role is a 50/50 blend of client facing work and B2B initiatives for the agency.

Clients have include: L'Oréal, American Express, NBC, Nickelodeon, Spectrum and LogMeln

Aug 2015-March 2017 | New York, NY

Shoptalk/Shoptalk Europe, Creative Director

Shoptalk is the newest large-scale retail and ecommerce event covering the rapid evolution of how consumers discover, shop and buy. While at Shoptalk I led the creative department and also acted as lead designer. My department developed all assets and deliverables for the Shoptalk brand including marketing leading up to the conference and the design for the conference itself. In this role I directly managed an art director, junior designer and web developer along with freelancers and other third party vendors.

Nov 2012-Aug 2015 | New York, NY

ADin, The Healthy Lifestyle Agency, Senior Designer

At ADin I executed all the creative work that came through the agency including: packaging, branding, digital and web. Along with the design part of my duties also included new business outreach and strategy, helping the agency gain six new accounts in the 2014- 2015 period resulting in over \$200,000 in revenue.

EDUCATION

2008-2012 | Glenside, PA

Arcadia University | BFA, Graphic Design, 3.7 GPA

Spring 2011 | London, UK

Goldsmiths | Study Abroad-Design

FREELANCE

March 2017-Sept 2018 | New York, NY

Adler Design, Creative Consultant

At Adler Design I work closely with the principal, Deborah Adler on her client, First Aid Beauty. Many of my previous projects have included packaging, visual merchandising, press events and digital marketing.

August 2017-Jan 2018 | New York, NY

The Velo Group, Creative Consultant

At The Velo Group I was brought on-board to help out with the brand strategy for their new client, OLO, a cannabis product in the sublingual strip category. While working on OLO I collaborate closely with the ACD on developing brand elements such as: the packaging system, messaging and color palette, as well as concepts for the press and budtender kits.

SKILLS

- Branding
- Art Direction
- Presentation Design
- Web Design
- Digital Marketing
- Event Production
- Photography