



651.226.8351

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jsanderdesigns.com

EDUCATION

PRATT INSTITUTE

MS Communication Design, Graduated with Honors, GPA 3.9

MINNEAPOLIS COLLEGE OF ART AND DESIGN

BFA Illustration, GPA 3.7

CREATIVE DIRECTOR

Dynamic Leader with 15 Years of Expertise in Art Direction, Experience Design and Innovative Story Telling

Highly versatile and experienced Art Director offering expertise in motion and graphic design, creative problem-solving, and brand experience. A proven track-record of driving collaboration and communication across teams and finding innovative ways to tell a brand story.

CORE COMPETENCIES

Motion Graphics • Graphic Design • Concept Development • Video Editing & Post-Production • Illustration • Product Design • Experience Design
Creative Problem-Solving • Cross-Platform Design • Collaboration & Communication • Project Management • Innovation & Adaptability • Leadership

EXPERIENCE

ART DIRECTOR, THE NEW YORK TIMES, NEW YORK, NY • 2016 - 2024

Responsible for art direction of motion graphics, and graphic design across video, pitches, events, product and marketing teams within New York Times Advertising. Notable projects include the design of a new suite of advertising products, creative directing events for the advertising department and newsroom and revolutionizing how motion graphics are utilized in video productions.

Crafted Compelling Visual Narratives: Conceptualized, scripted, and produced high-impact marketing videos that align with brand messaging, utilizing expertise in graphic design and motion graphics.

Expanded Video Capabilities: Led the growth of video within the advertising department, including product design, marketing collateral, sizzle reels, and animations for paid posts and events.

Directed High-Impact Events: Creative directed major events, managing identity design and execution of all related media and materials to ensure cohesive branding.

Streamlined Cross-Team Collaboration: Effectively partnered with newsroom, marketing, product design, and advertising teams to deliver impactful pitches, programs, and events.

Enhanced Advertising Offerings: Introduced motion design and video to the advertising product suite, driving innovation and engagement.

Led Design Excellence: Art-directed internal and client-facing pitches, ensuring visually compelling and strategically aligned outcomes.

Managed Multifaceted Projects: Oversaw teams and workflows to execute complex, multimedia projects with precision and consistency.

Improved Marketing Assets: Designed and delivered content for advertising events, newsroom conferences, and marketing campaigns.

Pioneered Creative Solutions: Applied expertise in video, motion design, and branding to innovate across advertising/marketing initiatives.

Delivered Under Pressure: Demonstrated exceptional organizational skills and multitasking abilities to meet tight deadlines and manage complex workflows independently.

Inspired Stakeholder Confidence: Presented creative work to internal stakeholders and clients, offering strategic feedback to refine video and design projects and ensure alignment with objectives.

Fostered Team Growth: Contributed to the workplace culture, sharing innovative ideas and maintaining a positive, collaborative work environment. Mentored team members in motion, graphic design and video editing.

SENIOR MULTIMEDIA DESIGNER, WIRED MAGAZINE, NEW YORK, NY • 2012 - 2016

Responsible for all marketing and advertising projects in need of motion design from concept to completion, including advertorials, paid posts, sizzle reels and event collateral. Also responsible for a variety of print, interactive, and experience design.

Owned End-to-End Motion Design: Led motion design projects from concept to completion, delivering advertorials, paid posts, sizzle reels, and event collateral that exceeded client expectations.

Created Diverse Marketing Assets: Designed compelling print, interactive, and experiential materials to support advertising campaigns.

Enhanced Brand Storytelling: Developed innovative design solutions that elevated the impact of marketing and advertising initiatives.

Streamlined Project Execution: Managed multiple projects simultaneously, ensuring timely delivery of high-quality designs.

Improved Event Presence: Designed engaging event collateral that amplified brand visibility and audience engagement.

Collaborated Across Teams: Partnered with marketing, advertising, event and creative teams to align design outputs with strategic goals.

Maintained Design Excellence: Delivered polished and impactful designs across motion, print, and digital platforms, reinforcing brand identity and consistency for clients and the magazine.



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OTHER RELEVANT EXPERIENCE

PACKAGING DESIGN INTERN, NICKELODEON, NEW YORK, NY

Designed packaging for a variety of products with licensed Nickelodeon characters.

FREELANCE ILLUSTRATOR AND MOTION DESIGNER

Selected Commissions: Porsche, Barnes & Nobel, Radio Shack, Ally Bank, Jared, Habana Works, Minnesota Conservation Volunteer Magazine, A. Nelessen Associates, Speakeasy Magazine, Clearwater Systems

PRODUCTION DESIGNER, PRESS PUBLICATIONS, WHITE BEAR LAKE, MN

Designed advertisements for six weekly newspapers plus special publications, worked with Sales Reps and was in charge of all conceptual projects.

SKILL SET

DIGITAL

AFTEREFFECTS
CINEMA 4D
PREMIERE PRO
AUDITION
FINAL CUT PRO
INDESIGN
PHOTOSHOP
ILLUSTRATOR
LOTTIE
FIGMA
WEBFLOW
KEYNOTE
SKETCH
HTML/CSS

HAND SKILLS

BOOK BINDING
PRINT COLLATERAL
WATERCOLOR
ACRYLIC
SCRATCH BOARD
PEN & INK
OIL
PRINTMAKING
SCREEN PRINTING

AWARDS & HONORS

- 2023** Digiday Best Editorial Video Series for Birkenstock, "Ugly for a Reason"
- 2023** Muse Platinum Winner for Birkenstock, "Ugly for a Reason"
- 2023** Best Brand and Media Partnership at the World Media Awards for Birkenstock, "Ugly for a Reason"
- 2023** Webby Honoree for Branded Podcast Of The Year, "American Express: The Next Chapter"
- 2023** The Drum Award for Best Content in Video & Film.
- 2022** Signal Awards Bronze winner for Accenture's Built for Change Podcast
- 2021** The New York Times Publisher's Award for "Black History, Continued."
- 2021** Adweek's "Best Thought Leadership Podcast" for Accenture's Built for Change podcast.
- 2020** Three Advertising Awards, The New York Times
- 2019** Shortlisted for Cannes Lion for GE's Audio Stories
- 2016** Speaker at the Global Video Media Forum in China