

JINA HUSTLER-CONSTANTIN

Creative Director / Brand Strategist / Design Expert

LOCATION | *Puget Sound Area
Worldwide, Remote*

CONTACT | *(206) 349-5462
jina@jinahustler.com*

PORTFOLIO | *jinahustler.com*

PERSONAL STATEMENT

I am an award-winning designer with many years of experience conceptualizing captivating creative solutions for in-house teams, agencies, large corporations and more. My expertise spans print & digital, with branding excellence applied to all deliverables. My process induces kindness, independently managing multiple projects and people, plus accommodating the needs of many stakeholders while achieving marketing metrics.

SKILLS & EXPERTISE

Branding	Website Design (not coding)
Creative Team Leadership	App Design
Graphic Design	Digital Advertising
Print design	Packaging
Visual Design	Infographics / Iconography
Typography	Presentation Design
User Interface Design (UI)	Trade Show Graphics
User Experience Design (UX)	

WORK EXPERIENCE

BRANDNER COMMUNICATIONS / ART DIRECTOR / SEATTLE, WA / FEB 2020 - PRESENT

- Served as brand visionary for the agencies largest and newest clients
- Led and mentored Jr. designers
- Employed super speedy creative practices during the COVID-19 season, allowing all clients to keep current on retainers year round.

BRANDSCAPE / OWNER & CREATIVE PRINCIPAL / SEATTLE, WA / FEB 2016 - ON GOING

- Conceptualized and designed print and digital deliverables for highly profitable marketing campaigns, for clients ranging from nonprofits to huge corporations.
- Managed the creative process of a dozen-plus projects simultaneously, all with different clients, creative needs, and freelance contributors, meeting all deadlines and financial metrics.
- Managed client expectations deadlines, communication, pitches, revisions and delivery of all projects, kindly incorporating feedback and delivering creative products that companies and nonprofits are proud to represent them.
- See page two for current client list.

ELEVATE NEVADA MAGAZINE & FINE THE AGENCY / CREATIVE DIRECTOR / LAS VEGAS, NV / JUL 2015 - FEB 2016

- Recruited to run the total design operation of Elevate Nevada magazine and select high-level accounts of the agency that owned the magazine, to greatly enhance the look of the once-failing publication and change the design team culture.
- Successfully acted as the design-change-agent for the organization, increasing profits, advertisers and readers.
- Conceptualized, designed and managed every aspect of the creative operations of Elevate Nevada magazine.
- In the first year of distribution, together with the sales team, specifically targeted Range Rover with fresh and relevant publication design and equally stunning ads, resulting in an annual ad buy from Range Rover of 25k - in our free publication.
- Simultaneously and successfully directed and conceptualized profitable campaigns for retail, food & beverage, and hospitality, consisting of daily direct mail, print collateral and web deliverables for Fine The Agency.

SANKI GLOBAL / CREATIVE DIRECTOR / LAS VEGAS, NV / JUL 2013 - AUG 2015

- Created a data driven visual design strategy that crossed international markets for the United States debut, increasing member base and brand participation over 25% in the first two years of US exposure.
- Conceptualized and designed assets and collateral for international events that boosted sales and fetched bonuses for executives.
- Reporting directly to the CEO and worked closely with the sales team to conceptualize and design all marketing needs, including daily deliverables for print and social media campaigns for English and Spanish markets (text translation provided).
- Mentored and directed junior designers.

JINA HUSTLER GRAPHIC DESIGN / CREATIVE DIRECTOR / LAS VEGAS, NV / AUG 2012 - AUG 2013

- Recruited as contract Creative Director for the weekly magazine Today in Las Vegas Magazine. Successfully conceptualized and designed each issue on time and under budget.
- Recruited to run the total design operation of Stratosphere Resort, Hotel & Casino to greatly enhance the look of all deliverables and change the design team culture. Successfully acted as the design-change-agent for the organization, increasing visibility through consistency and data driven visual solutions.

WORK EXPERIENCE CONTINUED

DIAMOND CAKE MAGAZINE & CARVALHO CREATIVE / ART DIRECTOR / LAS VEGAS, NV / JAN 2012 - JUL 2012

- Took over the total operation of this full service design agency with over 30 retainer clients, managing clients and two junior designers. Personally contributed to the creative direction of all projects and designing all high-level-creative.
- Became the only employee to successfully bring in new accounts, resulting in over 20k of new revenue in a 5 month period of time.
- Served as the design expert and creative leader of Diamond Cake Magazine and directed / managed all aspects.
- Conceptualized visually strategic branded campaigns for web deliverables, as well as print collateral to deliver on marketing objectives and increase profits for clients resulting in return business.
- Acted as project manager, client contact, account executive and managed vendors. Mentored staff, aided in hiring. Defined project management software, kept entire agency on task.

Details upon request for work experience between 2005 - 2012:

JINA HUSTLER GRAPHIC DESIGN / ART DIRECTOR / SEATTLE, WA & LAS VEGAS, NV / JUN 2009 - JAN 2012

REISCHLING PRESS / ART DIRECTOR / SEATTLE, WA / SEPT 2008 - JUN 2009

MACY'S NORTHWEST / ART DIRECTOR / SEATTLE, WA / MAR 2007 - MAY 2008

HORSES INCORPORATED MAGAZINE / ART DIRECTOR / SEATTLE, WA / SEPT 2006 - MAR 2007

KENDALL ROSS DESIGN AGENCY / DESIGNER / SEATTLE, WA / APR - AUG 2006

THE PUGET SOUND BUSINESS JOURNAL / DESIGNER / SEATTLE, WA / SEPT 2005 - APR 2006

LEXUS MAGAZINE & STORY WORLDWIDE / DESIGN ASSISTANT / SEATTLE, WA / SEPT 2004 - SEPT 2005

EDUCATION

Bachelor of Fine Arts in Graphic Design

The Art Institute of Seattle, September, 2005

Graduated with Honors

AWARDS

2012, **Addy**: Diamond Cake Magazine

2009, **Macy's Star Award**: Most Profitable Annual Campaign

DESIGN COMPUTER SKILLS



PhotoShop
Expert



InDesign
Expert



Illustrator
Heavy User



Sketch
Expert



XD
Expert



PowerPoint
Expert



KeyNote
Expert

CURRENT CLIENT LIST

Fortress Building Products

Caterpillar

Honeywell

SurePods

TGP

Atlas Concorde USA

Home Depot

Simpson Door

Madrona Stone

Amazon

Amazon Web Services

Boeing

Microsoft

Strategic Accounting Services

Northwest Tax Advisors

WiWa (cryptocurrency product)

Sue Holm, Money Coach

Presige Escrow

Keller Williams Real Estate

StewMac

Ballard Food bank

Evergreen Treatment Services

Artifact

Bristol Bay Native Corporation

Stillwater Massage

SuperDope

OnSite Counselor

The World Salmon Forum

The Great Surprisal

PROFESSIONAL REFERENCES:

JUAN BELTRAN - Contract Brand Designer

Co-creative leadership while I was Art Director at Stratosphere, Las Vegas

(702-518-1808 / create@niceartworks.com)

TAVIA RHODES - Owner of TK Consulting

Tavia has been a client of the agency I own for over three years.

(206) 383-9174 \ taviaannkachel@gmail.com

JENNY MACLEOD - Owner of Jenny Girl Friday

Jenny has been a client of the agency I own for over three years.

jennygirlfriday@gmail.com / (405) 714-4725

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