

Jon Eger

jon@ottocreate.com :: 616-773-9745 :: Grand Rapids, MI :: ottocreate.com/portfolio

Strategically-minded and detail-oriented creative with 25+ years of experience helping brands both big and small develop their visual identity and keep it true to their core values.

Working with teams of writers, artists, photographers, videographers, programmers, account executives, and more, I've taken projects from strategy and concept to execution and completion whether I was in an advertising and branding agency (large and small), in corporate marketing departments, or as an independent freelance creative.

PROJECT EXPERIENCE

Visual Identity	Trade Show	Video
Advertising	Display Design	Presentation
Collateral	3D Product	Design
Packaging	Visualization	Environmental
Design	Catalog Design	Graphics
Website Design	Book Cover	Out of Home
	Design	App UI Design

DISCIPLINES

Creative Direction	Photo Editing	UI/UX
Art Direction	Video Editing	Discovery
Graphic Design	3D Visualization	Learning

SKILLS

Highly Proficient	Moderately Proficient	Working Knowledge
Adobe InDesign	Blender 3.2	HTML
Adobe Photoshop	Adobe XD	CSS
Adobe Illustrator	Adobe Bridge	Javascript
Adobe Acrobat	MS Word	Wordpress
Adobe Premiere	MS Powerpoint	
	MS Excel	

EDUCATION

Bachelor of Science, Graphic Design

Bob Jones University :: 1993-1997

WORK EXPERIENCE

Creative Lead

National Bulk Equipment :: 2018-Present (4 yrs)

- Develop and manage newly created visual identity
- Source and manage print production for literature, signage and displays
- Concept and design print and digital advertising, trade show displays, environmental graphics, apparel and more
- Direct photographers, Photoshop artists and 3D artists

Owner

Ottoman Creative Group :: 2011-Present (11 yrs)

- Manage projects for 17+ clients
- Help organizations discover who they are
- Create brand identities and standards
- Present work to clients
- Create marketing materials (digital, print and video)
- Source vendors and produce assets

Creative Director

Sinclair Group Marketing :: 2012-2018 (6 yrs)

- Helped develop marketing and creative strategies
- Oversaw creative work
- Created brand identities and standards
- Developed and design packaging, literature and displays

Art Director

Hanon McKendry :: 2005-2011 (6 yrs)

- Designed and developed ad campaigns
- Created brand identities and standards for national and regional brands
- Worked closely with copywriters and producers
- Won a few awards

Art Director

Erwin-Penland :: 1998-2005 (7 yrs)

- Designed and developed ad campaigns for national and regional brands
- Worked closely with copywriters and producers
- Worked with national brands to maintain brand standard integrity across multiple categories
- Won a few awards