

Brandon De Jong
design & art direction

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I am a visual thinker, problem-solver and doer; helping brands tell their story with sophistication and authenticity.

Experience

Senior Art Director, Zenefits, July 2016–Current

Leading the creative department to drive the Zenefits mission of helping small business and entrepreneurs. Working across departmental lines to bring the brand to life through a wide spectrum of executions, from videos to trade shows to emails and more. Coordinated with marketing and product design teams to repair and realign a visually fractured brand.

Senior Art Director, Recreation, October 2014–July 2016

Lead a multifaceted team to create and express brands across a variety of mediums, including print, digital, and video. Managed and developing junior creatives. Clients: Digsight, Profusa, One World Play Project, Avinger, Lineage.

Lead Designer, PJA Advertising and Marketing, January 2011–June 2014

Worked closely with the creative director to conceptualize and execute integrated brand and direct-response advertising campaigns. Created and updated brand identities, brand guides, collateral, and websites. Managed and directed developers and creatives. Clients: Bi-Amp Systems, Bio-Rad, Endica Epicore, Equinix, Extreme Networks, Hitachi Datasystems, Maxim, Thomson Reuters, TrendMicro Systems.

Designer, Swirl Integrated Marketing, June 2008–May 2009 & September 2010–December 2010

Conceptualized and executed integrated advertising campaigns, microsites, brand identities and assets, and product packaging. Clients: California Table Grape Association, Cengage, Coinstar, Ebay, Jamba Juice, Microsoft, Lennar, Lexar, Oakland Raiders, Paycycle, San Francisco Giants.

Graphic Designer, Altitude, August 2009–August 2010

Created brand identities, guidelines, website UX and design, and front end HTML/CSS coding. Managed third party developers. Clients: Apple Inc, Aranetic, National Nurses United, New Leaf Paper, San Jose Institute of Contemporary Arts, Slice.

Designer, Swirl Integrated Marketing, June 2008–May 2009

Assisted in the creation, design and execution of advertising campaigns, microsites, brand identities and assets, and product packaging. Clients: California Table Grape Association, Cengage, Coinstar, Ebay, Jamba Juice, Microsoft, Lennar, Lexar, Oakland Raiders, Paycycle, San Francisco Giants.

Education

Bachelor of Science, Visual Communication, 2008
San Francisco State University

Skills

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Flash, After Effects), Sketch, HTML5, CSS3(SASS), Javascript, Pages, Keynote, Numbers, MS Office, photography

References available upon request.