

A quick look at Jason Ian Green

Introduction

I have a passion for the digital industry. Starting off as a programmer, I began my career learning how the web works, how it is held together and what goes on behind web pages and flash animations. I worked extensively with the nitty gritty details of the web including web standards, database connectivity and cross-browser compatibility. Desiring more creative opportunities, I moved into design and animation, becoming very proficient with all the tools of an interactive designer.

My background of digital production and processes has allowed me to become a strong conceptual thinker with the technical knowledge to back up my ideas. I have worked in some of Sydney's top full service agencies with a commitment to seamless digital integration. Brands have included Telstra, NRMA, Optus, Qantas and Tourism Australia. My instrumental role on the Coca Cola pitch and subsequent brand work has also given me opportunities to lead campaigns with innovative digital thinking.

Skills

Advertising

Strategic thinking for integrated campaigns
Exploration of new technologies and trends for marketing uses
Presenting creative and strategy to clients
Concepting banners, microsites and flash games

Web Development

Web languages: XHTML, CSS, PHP, XML, Javascript and SQL for database access
W3C accessibility standards

Graphics

Graphics and design for web
Interface design
Art direction of other designers
Flash animation and actionscript

Tutoring and Teaching

Lecturing of Web Design and Programming, 3D Modelling and Animation, and Real-Time 3D Animation
Training and mentoring of more junior designers and art directors

Career In Brief

Here is a quick account of my career so far. Almost two years as an Art Director at Ogilvy have seen me work across Australian brands such as Telstra and Qantas, and international brands like Coca Cola and Vitamin Water. Prior to Ogilvy I was a designer at M&C Saatchi for two and a half years where I did concept, design and build work for Optus, NRMA and Tourism Australia. Alongside full-time employment I have taught webdesign at the University of Sydney for almost 2 years.

Previous Work

Art Director - Ogilvy Interactive | 03/12/07 to Present

During my time at Ogilvy I worked on integrated and standalone digital campaigns for clients such as Telstra (Business and Consumer), Coca Cola, Mother, Vitamin Water, Qantas, and Nokia. I was the Brand Gardian of Telstra and was the digital creative lead on many large projects including Telstra Olympics where I lead a team of 5 to produce more than 100 banners.

My copywriter and I cracked the idea that was presented to Coca Cola to compete for all of their Australian digital business. Leading a team of designers and other creative teams, we developed a creative strategy to take Coca Cola into the following 3 years. Not only did the agency win this business, but actually won more work than they expected.

In this role I am used to working creatively to brief under tight deadlines and with high pressure to deliver. I work very well in a team with my copywriter, and with larger groups to brainstorm and constructively criticize work. Despite any given project I may be working on, I art direct the work of designers, animators and developers who are working on Telstra or any of my own concepts.

Contact/Ref: Jonas Lembke - messageforjonas@hotmail.com

Digital Creative - M&C Saatchi | 11/04/05 to 30/11/07

For about 2 and a half years I worked as a digital creative within the digital department of M&C Saatchi, Sydney. In this role I worked on a variety of projects across all the stages of development. Beginning as a web programmer, I coded many websites in HTML, PHP and some ASP, including some database connectivity. I designed webpages, eDM's (emails), flash banners, flash layouts, made a million backup gifs and resized a plethora of images for web.

Exhibiting a talent for more conceptual work, I had the chance to concept many banners and websites for clients such as Optus, Woolworths, IAG (NRMA), Tourism Australia, Qantas, Travelx, Acreis, and the Kids For Life annual charity ball. As I became more of a conceptual asset, the company paid for for me to undertake an AdSchool Copywriting course.

My beginnings as a coder allowed me to really understand how the web worked before I moved into more conceptual work. This made me a much stronger Art Director later on as I knew the strengths and weaknesses of the medium as I was designing and concepting for it.

Contact/Ref: Matt Cumming - downsouthsurfing@gmail.com

Lecturing - Web Design & Programming Sydney Uni | 08 to 09

After giving some guest lectures the year before, I was given the opportunity to lecture the course for 2 semesters. Not only was I lecturing, but I was responsible for the entire structure of the unit of study. Both semesters I recieved very good student evaluations, and due to word of mouth, enrollment numbers increased by around 50% from one semester to the next.

Contact/Ref: Andrew Vande Moore - andrew@arch.usyd.edu.au

Lecturing - Web Design & Programming Sydney Uni | 07 Semester 2

I gave 3 guest lectures for the same class that I had previously tutored for. My lectures and practical lessons were designed to give the students an intensive HTML and CSS workout with particular focus on web standards and accessibility.

Tutoring - Web Design & Programming Sydney Uni | 07 Semester 1

Although working full time I was contacted by a one of my lecturers for whom I had tutored previously to help out with one of their new classes.

Internet Marketing and Design | 23/07/04 to 8/09/04

I worked for six weeks part time working at an office and also from home. Duties involved designing websites and related graphics, and managing Google Adwords campaigns with keyword research. There was also some search engine optimization duties. The only reason that the work was discontinued early was because the employer moved office and the distance proved to far to travel.

Level 2 Tutoring | 2004 – Semester 2

I was responsible for organizing what the students will learn in their practical lesson and also for actually teaching it to them, while the lecturer gave the theory part of the lesson.

Education

AdSchool Copywriting Shortcourse

I achieved a distinction average in this short course which was paid for by my M&C Saatchi to further develop my promising conceptual and writing skills. This was chosen over and Art Director course as it was agreed that my day to day work gave me enough AD work in order for my improvement to continue.

<http://www.afaadschool.com.au/public/content/ViewCategory.aspx?id=413>

Ba Design Computing (Honours) | 2002-2005 (inclusive)

I graduated from the degree in 2004 where I consistently maintained a distinction average throughout my entire time in this course, and was on the Dean's honor list for each of my three years in the course.

Lithgow High School | Graduated 2001

I always attained high marks in a variety of areas including Maths (3 unit), English (3 unit), Information Processes and Technology, and Industrial Technology (Drawing). I was also often involved in extra curricular activities and received many commendations and awards.