

JASON SATO













CREATIVE DIRECTOR

(630) 220-1975 | topshelf220@gmail.com
4042 N. Western Ave. | Chicago IL, 60618

PROFESSIONAL SUMMARY

Creative professional with a strong appetite for learning and enjoys tackling new challenges with innovative solutions. Visionary mind with a proven track record for success. Super focused on providing solutions to clients and customers within branding/packaging and overall brand strategy. Have taken many startup companies from A-Z in the branding process. Looking forward to my next creative adventure.

PROFESSIONAL SKILLS

Client Management	
Creative Thinking	
Communication Skills	
Team Leader	
Brand Packaging	
Photography	
Digital/Social Media	
Photoshop	
Illustrator	
InDesign	
PowerPoint	
Website Design	

EDUCATION

Winona, MN

St. Mary's University

B.S. in Graphic Design & Photography

VOLUNTEERING

Chicago, IL

Chicago HOPE

Co-Founder and Director of Marketing

EXPERIENCE

The Aspen Group — 2021 - present | Chicago, IL
Senior Art Director

My role at TAG is to be lead creative for Wellnow Urgent Care, Motto Clear Aligners and Aspen Dental. I work on the strategic side and creative side of all brands.

- Rebranded Wellnow Urgent Care and lead the design of 3 large multi-channel campaigns
- Directed photoshoots and video campaigns for each of the products
- Managed multiple designers for all brands
- Setup and designed the Brand Style Guide for Wellnow
- Relunched the Motto Clear Aligner Brand
- Launched the flagship "office of the future" for Motto in Chicago's Fulton Market - was in charge of 3D floor plan and layout, merchandising, interior design and branding of the space.
- Help lead all local activations across the country for Aspen, Wellnow and Motto.
- In charge of designing and conceiving swag and merchandise.
- Managed project management programs.
- **Won multiple design awards for Wellnow and Motto campaigns.**

Topshelf Graphics Inc. — 2005 - Present | Chicago, IL
Owner/Creative Director

Started my company over 15 years ago with one goal in mind; to help emerging businesses with a one-stop shop for overall branding and marketing. We are a small, but powerful creative team with a full-service design/marketing menu.

- Manage multiple clients and create their brands from start to finish
- Lead a small team of creatives
- Creative direction all aspects of the business; including overall branding, package design, website design and build, photography, videography, social/digital marketing, swag, high-end business cards and 3D content creation
- **Helped over 150 companies start their business or revamp their existing brands to become super successful**

Phusion Projects LLC — 2013 - 2021 | Chicago, IL
Senior Art Director

Was in charge of the entire design team and personally branded most of their portfolio. Not only worked on creative for our North American packaging, but our entire International footprint as well.

- Created their entire portfolio of products; including their largest product which is over 70% of their annual profit
- Oversaw and created the entire assets bank for all 10 products in the portfolio including POS, collateral material, displays, website, swag, packaging and social media posts
- Directed photoshoots and video campaigns for each of the products
- Managed multiple designers throughout my career at Phusion and watched them all become
- amazing talents in their fields
- Worked hand-in-hand with one of the most fast paced Supply Chain teams in the business; responsibilities included press checks, sample designs, physical and digital proofing, choosing pantone and INX colors, hand selecting our bottles/can options, working with
- multiple vendors for label, carton and liquid options.
- Had a large part in determining flavor profiles with the Innovation Tasting Committee
- **Collaborated on our multi-million dollar office build in 2019**
- **Won multiple design awards for package design**
- **Was an integral part of the sale of "Not Your Father's Root Beer" to Pabst Brewing Co.**

Continued...












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Chicago, IL

Chicago HOPE

Co-Founder and Director of Marketing

EXPERIENCE

All Terrain — 2009 - 2011 | Chicago, IL
Art Director

Lead creative on multiple, high profile brands; The Cosmopolitan-Las Vegas, Chevy Chicago Blackhawks, Illinois Lottery and Chicago Public Library.

- Taking the brand's existing marketing and enhancing it with experiential campaigns
- Created unique experiences with out-of-home and gorilla marketing
- **Significantly improved all of the brand's customer interaction, membership acquisition, subscriptions and sales**
- **Created one of the most innovative experiential pieces for The Cosmopolitan called the "Slice" for a 6 month campaign before the grand opening of the hotel**
- **The Slice was a modular box that had the feeling of the hotel lobby on the first floor and the hotel bar on the second floor. People were allowed to preview The Cosmopolitan, in a small way, and see its aesthetic beauty and high luxury feel**
- **Displayed our 20' x 20' two level "Slice" at events like the US Open, SXSW, Sundance Film Festival and Lollapalooza**

Chicago HOPE — 2006 - Present | Chicago, IL
Co-Founder & Director of Marketing

Myself and a couple friends founded Chicago HOPE in 2006 to provide four-year college scholarships and mentoring to Chicago Public High School graduating seniors with limited financial resources. Our goal for our students after they graduate from college is to find career placement and emerge as a leader that gives back to their community.

- Created the process for our Scholarship, Role Model, Shadow Day and Alumni Programs
- Help created and manage our Community Service Days, planned annual fundraising event each year, created all the branding (website, collateral material, social posts, etc.)
- Creative director for all still and video shoots
- **We currently have over 60 students in/through our program, with a 100% graduation and job placement rate**