

JASON SATO

CREATIVE

Portfolio: JasonSato.com

PROFESSIONAL SUMMARY

Brand innovator. Photoshop and package design guru. I am a creative professional with a strong appetite for design. I pride myself on tackling any creative project with an innovative solution, even when it requires going out of my knowledge base to learn something new or relying on a talented team member to support the task. I have a visionary mind with a proven track record for success. Super focused on providing creativity to clients within branding, package design & photography. A detail-oriented creator with a vast range of experience in both agency and in-house settings for small/large businesses and CPG brands. Passion, inspiration and collaboration drive my craft and leadership style.

PROFESSIONAL SKILLS

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

EDUCATION

Winona, MN

St. Mary's University

B.S. in Graphic Design & Photography

VOLUNTEERING

Chicago, IL

Chicago HOPE

Co-Founder and Director of Marketing

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EXPERIENCE

(TAG) The Aspen Group — 2022 - Present

Senior Art Director

Led in-house creative for the TAG portfolio of brands including Aspen Dental, WellNow Urgent Care and Motto Clear Aligners.

- Created innovative package design, ad campaigns, digital advertising, OOH, creative strategy, events, experiential space design, video, photography, animation and CRM.
- Led re-branding design for WellNow.
- Earned awards for: 2022 GDUSA Best Motion for WellNow "Blank Happens" campaign, 2024 GDUSA Best Signage and Environmental Design for Motto In-Office Experience.

Phusion Projects LLC — 2013 - 2021

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 the entire portfolio of products; including their largest product, Four Loko, 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 photo shoots 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.
- Collaborated on our multi-million dollar office build-out in 2019
- Winner of multiple design awards for package design.
- Created the branding for "Not Your Father's Root Beer"; which was an integral part of the sale to Pabst Brewing Co.

Topshelf Graphics Inc. — 2005 - Present

Owner/Branding & Photography Creator

Started my company 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.
- Led 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.
- Led creative strategy for over 150 companies starting their business or revamping their existing brands to become successful.

All Terrain — 2009 - 2011

Art Director

Led 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 brand 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 — 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.