



JASON SATO

Senior Art Director | Creative Director | Commercial Photographer

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Senior Art Director creating premium consumer brands through design, storytelling, photography and creative direction. I develop integrated campaigns, brand identities and content with equal passion for big ideas and meticulous execution. Professionally trained in Graphic Design and Photography, I uniquely combine concepting, art direction and commercial photography.

SELECT BRANDS

Aspen Dental
WellNow
Motto
Four Loko
Not Your Father's
Chevrolet
Cosmopolitan
Chicago Blackhawks
Illinois Lottery

EXPERTISE

Art Direction
Brand Identity
Campaign Development
Design Systems
Packaging
Photography
Photo Art Direction
Production
Typography
Video Production
Visual Storytelling

SOFTWARE

Adobe Creative Suite
Figma
AI Creative Tools
Creatopy
PowerPoint

EDUCATION

St. Mary's University
B.S. Graphic Design
& Photography

THE ASPEN GROUP | Senior Art Director | 2022-Present

Lead creative across Aspen Dental, WellNow Urgent Care and Motto Clear Aligners, developing integrated campaigns, brand experiences and content across every customer touchpoint.

National campaigns across print, digital, social, CRM and experiential.
Art directed photography, video and content production.
Led the WellNow rebrand and LIV rollout.
GDUSA Motion & Environmental Design Awards.

PHUSION PROJECTS | Senior Art Director | 2013-2021

Directed creative for a global alcohol beverage portfolio, leading brand identity, package design, campaigns and commercial content from concept through production.

Led creative across an international portfolio of consumer brands.
Created packaging systems, campaign concepts and retail experiences.
Directed commercial photography and video campaigns.
Managed creative teams and collaborated closely with production partners.
Multiple award-winning package designs.

TOPSHELF GRAPHICS | Owner & Creative Director

Founded a full-service branding studio, creating identities, campaigns, photography and digital experiences for more than 150 emerging brands.

Developed branding for more than 150 companies.
Creative direction across identity, packaging, web, digital and social.
Professionally photograph products, lifestyle, executive portraits and commercial advertising.
Concept, style, art direct and personally shoot commercial photography.
Produce commercial photo shoots from concept through final retouching.

ALL TERRAIN | Art Director

Created experiential campaigns for The Cosmopolitan Las Vegas, Chevrolet, Chicago Blackhawks and other national brands.

