

**Jay Bowen**  
Art Director  
Graphic Designer

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#### EXPERTISE

Photoshop, Illustrator, InDesign, Flash, Keynote, Powerpoint  
Illustration, Photography

#### FULL TIME EXPERIENCE

2006 - present

**Sports Illustrated, Time Inc.**  
Time Warner NYC  
Art Director, brand marketing

- Creative lead on advertiser, brand, and co-branded campaigns
- Concept, design, and outdoor campaigns for core franchises including Sportsman of the Year and Swimsuit
- Concept, design, and produce all sales materials and collateral
- Work directly with online creative development team to design of cross platform, multi-media programs
- Actively manage relationship with third party vendors in regards to development of emerging media platforms
- Manage relationship and negotiate competitive rates with outdoor media, printing and premium based vendors
- Work collaboratively to support Sports Illustrated & GOLF Magazine's Events, Property Sales & Strategic Marketing, Client Marketing, Sales and Communications with creative development for advertiser proposals, custom ad units, promotional, event signage and invitations
- Development of promotional and support materials for Sports Illustrated's tablet based programs
- Key clients include: Nissan, LVCVA, SoBe, Playstation, HTC, Pepperidge Farms, Nintendo, Verizon and more

2003 - 2006

**Rolling Stone, Men's Journal, US Weekly**  
Wenner Media NYC  
Senior Designer, promotion department

- Created in-book and composite advertorials for all magazines
- Design of marketing materials including large scale pieces, sell sheets and invitations
- Layout for online pieces such as mini sites, html emails and banner ads

2000 - 2003

**People Magazine, Time Inc.**  
AOL Time Warner NYC  
Associate Designer, marketing department

- Designed direct mail pieces, invitations, and event collateral
- Created ad comps, in-book advertorials, and magazine promotions for ad sales department
- Developed web banners and in-store signage for consumer marketing department

#### FREELANCE EXPERIENCE

2005 - 2007

**Ted Gibson Salon** *tedgibsonsalon.com, tedgibsonbeauty.com*

- Architect of online presence
- Design of online store for custom line of products

2005

**Julian Alexander** *slanginc.com*

- Constructed online portfolio for self operated design studio

2004 - 2007

**Kareem Black** *kareemblack.com*

- Design of online portfolio for the celebrity photographer

2002

**Bernette Textile Company**

- New design of corporate identity and collateral
- Worked on the JBCraft sweater brand, as well as Bill Blass

2002

**Prophecy Magazine**

- Layout of the fashion story "Ahead" in premiere issue

2001 - 2002

**Rebuilding Together**

- Worked with the local boroughs to produce a direct mail brochure

2001 - 2002

**Juvenile Diabetes Research Foundation NYC** pro bono work

- Promotion and invitation to JDRF's Surfing for a Cure event

#### EDUCATION

2003 - 2004

**School of Visual Arts** NYC classes in Flash and Advanced Flash

2002 - 2003

**School of Visual Arts** NYC classes in Dreamweaver and Advanced Dreamweaver

1997 - 2000

**School of Visual Arts** NYC spring 2000 BFA graphic design