



JASON XENARIOS

CREATIVE

CAREER OBJECTIVE

To elevate the brands I work on by harnessing new media and delivering creative excellence in web, motion and graphic design.

WORK EXPERIENCE

Jason Xenarios

1998 – Present

User Experience and Design Consultant

Currently operating as a sole proprietorship working with clients on a contract and freelance basis. I offer a range of consulting services from enterprise-level apps and software to digital experiences such as AR, VR or Websites.

WDJ Creative Thinking Grp.

March 2019 – April 2020

Director of Experience and Design

Startup design agency providing full-service solutions to clients in the eSports and cannabis industries. I designed brands from the ground up, designed and collaborated on marketing campaigns, digital ideation and execution of apps, web apps, e-commerce and websites alike.

Avanade

January 2017 – March 2019

Associate Creative Director / Experience & Design Manager

Lead strategic projects by bringing concepts to life through high-fidelity interfaces with intuitive workflows and prototypes that allow you to experience ideas first-hand. Helped turn strategy into fully realized concepts and diverse product experiences.

Symbility Intersect

June 2016 – January 2017

Senior Product Designer

Worked to bring together client objectives, strategy and user requirements. I executed app designs from start to finish, designing the UI and UX with the highest design standards and device specific nuances. I used tools for more efficient hand-offs to developers and collaboration and worked with product managers to hit key client goals.

Cineplex Digital Networks

June 2014 – June 2016

Art Director

Helped to define the in-restaurant digital menu board (DMB) experience at McDonald's. Designed menu board themes and promos throughout the year in addition to building and storyboarding animations to promote new products and programs. I was responsible for creating the work and meeting with the client to present campaigns and discuss projects ahead.

Virgin Gaming

November 2010 – June 2014

Creative Director

Lead the look, the feel, and the tone of the brand into a singular vision that can be articulated well. Responsible for managing the creative team while assuming multiple roles in art direction, web, motion, UX and UI. Worked with internal and external stakeholders and partners', presenting designs, and understanding the businesses and partners needs. Responsible for recruiting and managing internal and external design resources. Developed high-level concepts for design projects ranging from web/product, marketing/advertising and business decks/materials.

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Publicis Modem

March 2009 – November 2010

Digital Graphic Designer

Web and graphic designer on LG, Rogers, CIBC, Home Depot, Labatt, Alexander Keith's and Indigo. Duties included concept ideation, online ad campaigns, websites and Facebook designs. Responsible for bringing new media innovations into the agency, including augmented reality and interactive user experiences.

Segal Communications

January 2007 – February 2009

Digital Graphic Designer

Worked as a member of the creative team, designing microsites, print ads and promotional campaigns that delivered measurable results for brands like PlayStation, AXE, DreamWorks, Unilever Imperial, Hellmann's, Becel and Virgin Mobile.

Giant Leap Communications

November 2005 – January 2007

Co-founder, Creative Director

Co-founder and Creative Director of a marketing agency specializing in graphic and web design. Provided web design and development, consulting services and hosting solutions for a range of local clients, including The 10 Spot Nail Bar, and PokerCage.

Segal Communications

June 2004 – November 2005

Graphic Designer

Worked on projects and assisted members of the creative team with design concepts into executions. Worked on promotional materials for clients like Sony PlayStation, AXE and Becel brands.

EDUCATION

Bachelor's Degree, Graphic Design

Majored in New Media (web) and Corporate Design.

George Brown College

Automotive Design Course

Humber College

Visual and Creative Arts Course

Sheridan College

CONTACT

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