



## JASON BUSA

[jasonbusa.com](http://jasonbusa.com) | 415-218-8298 | [jason.busa@me.com](mailto:jason.busa@me.com) | 1783 Washington Way, Venice, CA 90291

[in @jasonbusa](#) [f @jasonbusa](#) [t @jbinla](#)

---

### Profile

Award-winning creative director and designer with over 20 years of experience developing successful campaigns for multiple Fortune 500 brands. Experienced leadership in launching cross-platform initiatives using traditional, digital and social channels. Brand expertise in art direction, graphic design, and content creation.

### Experience

#### **FREELANCE, 2013-PRESENT**

Freelance creative for [Apple](#), launching the iPad Air in 2013 as well as producing Keynote Event videos during 2014-2016. Contract creative for [Nest Labs](#), to relaunch their brand in 2016. Also freelanced at [72andSunny](#), [Deutsch](#), [Lowe Campbell Ewald](#) and many others – for brands such as [Google](#), [VW](#), [Uber](#), [Travelocity](#), and [Sprint](#). Creator of a [travel blog](#), a [YouTube channel](#) featuring short how-to videos, and a lifestyle [e-commerce brand](#).

#### **CREATIVE DIRECTOR, RPA - SANTA MONICA, 2012-2013**

Creative Director on the [Honda](#) account as well as new business pitches. Pitched, developed and produced a number of projects, including traditional and digital components for the successful 2013 Accord launch.

#### **FREELANCE, 2011-2012**

Freelance creative for [BBDO](#), [TwoFifteenMcCann](#), and [McGarryBowen](#) – for such brands as [AT&T](#), [HP](#), and [Marriott](#). Launched an advertising industry blog, [thwardt](#).

#### **CREATIVE DIRECTOR, TBWA\CHIAT\DAY - LOS ANGELES, 2007-2011**

Started as an Associate Creative Director working on brands such as [Infiniti](#), [Nissan](#) and [Visa](#). Later promoted to Creative Director on [Pedigree](#), managing teams and leading presentations.

#### **ASSOCIATE CREATIVE DIRECTOR, MEDIA ARTS LAB - LOS ANGELES, 2006-2007**

Worked exclusively on the [Apple](#) account, collaborating with strategists, designers and artists. Pitched, developed and produced ideas and campaigns for iPod, iPhone and Mac.

#### **CREATIVE DIRECTOR, PUBLICIS & HAL RINEY - SAN FRANCISCO, 2000-2006**

Started as a Senior Art Director, then promoted to Associate Creative Director and eventually Creative Director. Worked on brands such as [Saturn](#), [HP](#) and [Sprint](#).

#### **SR. ART DIRECTOR, SAATCHI & SAATCHI - SAN FRANCISCO, 1998-2000**

Worked on [HP](#) and [San Jose Mercury News](#) accounts, as well as new business pitches.

#### **ART DIRECTOR, BIG BANG IDEA ENGINEERING - SEATTLE, 1995-1998**

My first job in advertising. Gained valuable experience producing work for [O'Brien Sports](#), [Brooks Running Shoes](#) and [Sierra Games](#).

### Education

[School Of Visual Concepts](#), Seattle – 1992-1994

### Skills

Strong idea development with focus on strategy and storytelling. Special interest in graphic design, photography and filmmaking. Proficient in many creative apps including Adobe CS.