






JUSTIN EDWARD MARASIGAN

Art Director

Contact information

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Education

COLUMBIA COLLEGE CHICAGO
December 2012

Bachelor of Fine Arts: Graphic Design
Minor: Marketing Communications - Advertising

Skills

- + Sketch
- + Abstract
- + Photoshop
- + Illustrator
- + InDesign
- + Lightroom
- + Adobe Experience Manager (AEM)

Awards

2018 CADM Tempo Awards:

1st Place, Campaign Microsite

Cox Communications - Online Customer Support and Self-Service Experience

Interests



Dance



Gymnastics



Travel



Food

Work Experience

Art Director

FCB Global—Chicago, IL / Jan. 2015 - Present

Collaborate with Creative, UX, and Strategy on conceptualizing, executing, and managing ecommerce website and social content for client Cox Communications.

- Tactics include 360 digital campaigns with landing page and email touchpoints, a complete redesign of a large scale website with new UI toolkits and WCAG 2.0 accessibility, and concept to execution of OLV and social campaigns.

Additional clients: Boeing, Milklife

Junior Art Director, Mac Artist

FCB Global—Chicago, IL / Oct. 2013 - Jan. 2015

Concepted and executed acquisition and retention campaigns for Cox Communications across print, direct mail, and digital tactics.

Graphic Design, Intern

Chicago Children's Museum—Chicago, IL / Sep. 2012 - Mar. 2013

Worked with the museum's in-house graphics team to design and produce print materials, signage, ads, web graphics, direct mail, and postcards.

- Created the design of membership communication and social media components.
- Responsible for updating current documents to maintain brand consistency.

Graphic Design, Freelance

Kendall College—Chicago, IL / Feb. 2013 - Mar. 2013

Coordinated with the class of 2013 and faculty members of Kendall College to design and produce print material and signage.

- Responsible for designing and creating the layout of senior event program.

References are available upon request