




Jason Bassette

Graphic Designer | Social Media Specialist | Web Designer

A multidisciplinary designer with 10+ years of experience creating brand identities, social media campaigns, website visuals, digital ads, and print marketing materials for businesses, agencies, and entrepreneurs.

 Newark, DE

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 itsthekrativ1@gmail.com

CORE SKILLS

- Brand Identity Design
- Social Media Design
- Web & Landing Page Design
- Digital Marketing Graphics
- Print Design & Layout
- Typography & Visual Hierarchy
- Motion Graphics
- Creative Direction
- UX/UI Design Support
- Advertising & Promotion Design
- Content Creation
- Brand Storytelling

TECHNICAL SKILLS

DESIGN & CREATIVE SKILLS

Adobe Photoshop, Illustrator, InDesign, Camera Raw

WEB & DIGITAL DESIGN

Wordpress, Divi Theme, Elementor, Shopify, Wix, Squarespace, some HTML

SOCIAL MEDIA MARKETING

Facebook, Instagram, TikTok, Twitter (X), Youtube

OFFICE & PRODUCTIVITY

Microsoft Word, Excel, PowerPoint, Outlook, Teams

AWARDS & RECOGNITION

 **Best Graphic / Web Designer**
DelawareBlack.com

★ **Kreativ Media & Graphics**
Recognized for graphic and web design services 2012

★ **DreamBuilders Media & Marketing Group**
Recognized for graphic and web design services 2016

Professional Experience

Graphic Designer

Jan 2024 - Aug 2024

Lantex USA

- Designed digital and print marketing materials, including brochures, social media graphics, advertisements, presentations, and branded promotional assets.
- Collaborated with cross-functional teams to develop creative concepts that supported marketing campaigns, product visibility, and brand awareness.
- Maintained brand consistency across all visual communications by following established brand guidelines, typography, color systems, and layout standards.
- Used Adobe Creative Suite, including Photoshop, Illustrator, and InDesign, to create high-quality design assets for internal and external use.
- Managed multiple design projects simultaneously while meeting deadlines and adapting to shifting priorities.
- Researched design trends, competitor visuals, and audience preferences to create fresh, engaging, and market-relevant creative.

Graphic Designer / UX Designer

Mar 2022 – Sept 2023

Freelance - InDel Marketing Agency

- Designed eCommerce and non-eCommerce website layouts focused on usability, visual hierarchy, and brand alignment.
- Created website graphics, landing page concepts, digital ads, and supporting marketing visuals for client campaigns.
- Developed design concepts, wireframe-style layouts, and visual mockups based on client goals, brand direction, and user needs.
- Collaborated with clients and internal teams to revise creative work, solve design challenges, and improve user experience.
- Supported brand refresh and rebranding projects by creating updated visuals that improved the professional presentation of client businesses.
- Applied problem-solving and layout strategy to improve website flow, readability, and customer engagement.

Professional Graphic Designer

Aug 2015 – Mar 2022

Freelance — DreamBuilders Media & Marketing Group

- Built and managed a freelance graphic design business serving small businesses, entrepreneurs, entertainment brands, and local organizations.
- Created brand identities, logos, social media graphics, event flyers, menus, business cards, posters, apparel graphics, and promotional materials.
- Developed visual branding systems including logo concepts, color palettes, typography direction, and marketing collateral.
- Designed digital advertising content for Facebook, Instagram, and other platforms to help clients promote events, products, and services.
- Managed client communication from concept to final delivery, including creative direction, revisions, timelines, and file preparation.
- Created motion graphics, web graphics, and social content to support brand awareness and audience engagement.

Education

University of Delaware
Bachelors of Science - Physical Therapy

Certification
Entrepreneurship & Business Life Coach



VIEW MY WORK
JBASSETTEBRAND.CO/
PORTFOLIO