

# JASON ALEMAN

CREATIVE PROFESSIONAL

## OVERVIEW

With over a decade of experience in designing, structuring, and positioning brands through innovative creative direction and video production, I am eager to explore the possibilities this unique opportunity presents.

My extensive background has driven remarkable success for businesses facing challenges, thanks to my ability to swiftly identify pain points and develop effective strategies that deliver layered solutions to complex objectives. Companies have come to rely on my expertise, knowing I can provide the support they need.

I employ a powerful three-point system that I developed to harness creative branding and marketing strategies. This approach aligns brands with their target audiences and establishes a compelling voice that truly resonates with ideal demographics.

Having directed animated segments for primetime broadcast television, served as the Senior Video Producer for Phillips 66, and helped numerous clients fulfill their goals, I am confident that I would be a significant asset to your organization.

## GUIDING CREATIVE EXCELLENCE

Beyond my technical expertise and proven track record, I am deeply passionate about the creative process and its ability to transform ideas into impactful results.

My years of experience have equipped me with the knowledge and insight to guide others by consulting on complex projects or mentoring individuals and teams eager to elevate their creative potential. I find immense fulfillment in fostering collaboration, nurturing talent, and empowering others to think innovatively. This commitment to sharing my expertise drives success and strengthens the creative fabric of every organization I work with.



## QUALIFICATIONS

### *Experience*

#### CREATING SOLUTIONS

15+ YEARS

### *Effective*

#### INCREASED PROFITS

\$2,000,000.00+  
(one client)

### *Vetted*

#### SUCCESSFUL PROJECTS

FORTUNE 100

### *Expertise*

#### VIDEO PRODUCTIONS

TELEVISION & FILM

## SKILLS

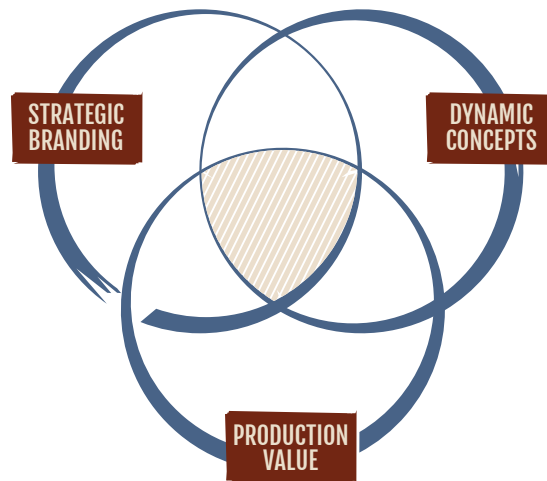
### *Branding*

#### STRATEGY

Target Audience/End User  
Voice & Tone  
Resonation  
Attributes  
X-Factor  
Impact

#### IDENTITY

Logo Design  
Iconography  
Typography  
Color Palette  
Collateral



### *Production*

Social Media  
Product Dev.  
Managing  
Directing  
Scheduling  
Budgeting  
Website Creation  
Pre-Press

### *Graphic Design*

Vector Illustration  
Freehand Drawing  
Digital Art & Painting  
Layout/Publication  
Ideation/Concept

### *Animation*

Motion Graphics  
2D & 3D  
3D Modeling  
Lighting  
Texturing  
Storyboard/Outline  
Styleframes

### *Video*

Concept/Milestones  
Pre-Production  
Styleframes  
Storyboard/Outline  
Production  
Post Production  
Sound Design  
Render & Exports

### *Expert Level*

Adobe Creative Suite  
Cinema 4D  
Copywriting  
Mac & PC Profficient

### *Clients & Projects*



PARADISUS DEF





## WORK EXPERIENCE

*Aug 2018  
to  
Present*

### **OWNER, PARTNER & CREATIVE DIRECTOR COHESIVE MEDIA LLC**

- Founded Cohesive Media, LLC., a multi-disciplinary design firm with an emphasis on motion graphics and branding. Direction and design of video productions, commercials, video opens, promos, websites, print collateral and motion graphics for entertainment and advertising clients.
- Directed and produced broadcast level quality videos for worldwide, national and local business.
- Managed in-house and remote design department, set creative direction and vision while maintaining project management interface with sales department and clients to ensure satisfaction while managing expectations.

*Feb 2017  
to  
Aug 2018  
(downsizing)*

### **SR. VIDEO PRODUCER | BRAND & INTEGRATED MEDIA PHILLIPS 66**

- Directed and produced broadcast level quality videos in the Branding and Integrated Media Dept.
- Traveled to numerous locations across the US to shoot and direct video productions.
- Responsible for all aspects of video creation pipeline including, concept development from scripts, budgeting, storyboarding, 2D/3D animation, production, post-production, compositing, and sound design.
- Managed motion design department, set creative direction and vision while maintaining project management interface with managers and directors to ensure satisfaction while managing expectations.

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*Apr 2016  
to  
Feb 2017*

**SR. MOTION DESIGNER | BROADCAST TELEVISION  
CW39 KIAH TRIBUNE MEDIA**

- Directed, designed, and produced broadcast segments that include: Star Wars, The Houston Texans, and NASA ISS
- Primary responsibilities are to work closely with Directors, Managers, Producers, and Writers to produce artfully designed and engaging video productions from concept to completion.
- Help manage the Motion Graphics & Design department, set creative direction and vision while maintaining the station's news show and company brand.
- Worked closely with Audio Department to ensure final aired segments met the initial concept's quality and standards.

*Aug 2014  
to  
Jan 2015  
(downsizing)*

**ART DIR. & MOTION DESIGNER | PRODUCT & BUS. DEV.  
3C CORP**

- Initial responsibilities upon hiring included a skillful execution of expertise and experience, which allowed Partners to sell their struggling energy client, by restructuring existing brand and marketing appeal and re-position.
- Core focus was to conceptualize while managing projects with Partners and Executives, based on newly implemented design briefs outlining project objectives while effectively delivered with creative insight, experience, and skill set.
- In charge of establishing multiple product developments by designing mock-ups and 3D modeled prototypes of go-to-market brands.
- Led and managed a team of writers, web developers, graphic designers and contractors to achieve project goals and milestones through implementing message, value, and creative direction.
- Developed newly created brands and identity through logo creation, 2D/3D design, motion graphics, and online media.

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*Feb 2011  
to  
Aug 2014*

**ART DIRECTOR | BRAND CONSULTANT (FREELANCE)  
MOTION GRAPHICS SPECIALIST**

- Project Management
- 2d/3d Motion Design & Animation
- Broadcast Commercials
- Print: Marketing Collateral
- Branding Consultant
- Product Development
- 3d Modeling
- Web Design Production
- Ongoing part-time instructor for PS, AI, AE, and proper creative composition creation.
- Feature-length filmmaker

**HISTORY**

*2014*

**DIRECTOR, EDITOR, CO-WRITER & PRODUCER  
NEVER QUIT: FEATURE FILM**

*(Almost 1m views)*

The Never Quit film-making process was an all consuming adventure for Jason. From co-writing, directing, co-shooting, editing, post production VFX, producing and music design.

Never Quit is a victorious story of a female athlete whose rise to stardom and popularity suddenly misses the shot. Discover how we don't always understand God's plan, but realize everything happens for a reason.

*2015*

**MINISTRY VOLUNTEER  
THE LORDS CHIPS**

In October 2015, I had the extreme pleasure of joining an amazing group of men for a God-focused cause. The Lord's Chips help connect the resources of the Tortilla Industry to the needs of orphans in Mexico. We visited Casa Horizonte orphanage in Ensenada, Mexico, to help underprivileged orphans with disabilities. All our efforts went to help the orphanage and the children in their newly renovated facilities.

*1996*

**TEXAS TECH UNIVERSITY  
DESIGN & COMMUNICATIONS, GENERAL**