

# Jason Brightman

---

474 Warren St, #2 Brooklyn, NY, 11217 w 212-462-9683 c 917-498-9390 [me@jasonbrightman.com](mailto:me@jasonbrightman.com)

Website director with experience in emerging technology development and broad management skills in publishing, entertainment, and direct-to-consumer online properties. Expert in producing highly effective, segment-leading websites, including strategic planning, staff building and management, marketing, advertising, design, and editorial.

Strong problem solver and effective communicator; able to translate business opportunities into concrete executable plans that deliver rich consumer experiences and optimized company returns.

---

## PROFESSIONAL EXPERIENCE

### **Harris Publications Inc.**

New York, NY

Harris Publications is one of the largest special-interest magazine publishers in the United States, with more than 70 titles, including the best-selling music magazine on the newsstands, *XXL*, the fastest-growing men's magazine, *KING*, and the most popular basketball magazine, *SLAM*.

#### Director, Web and Emerging Technology

2002 - present

Lead the planning and development of Harris Publications online brand extensions and mobile content channels. Build and lead the marketing, advertising, design, programming, and other operational aspects that comprise this growing publishing platform. Provide critical expertise to create ongoing revenue streams with strategic partnerships, content syndication, and operational advancement and expansion. Instrumental in taking the properties from concept to working product. Responsibilities include:

- Reshaping the strategic relationships between the magazines and sites
- Creating dynamic publishing platforms that are effective brand extensions
- Identifying and implementing emerging technologies, including RSS, blogs, and mobile platforms
- Establishing the complete range of operation partnerships necessary to create a viable infrastructure
- Monetizing sites by generating advertising revenue and sponsorship relationships

#### Art Director, Web

1998 - 2002

Designed award-winning sites with CSS-based layouts that creatively responded to consumers need for engaging and organized content while providing an optimized response rate for the advertisers. Established information architecture. Responsibilities included:

- Effectively working with magazines' editorial and design staffs to establish unique but related visual identities for online brand extensions
- Implementing standards-based CSS designs
- Designing and maintaining multiple concurrent sites

### **Contract Work**

New York, NY and Rome, Italy

#### Web Producer

1998 - present

Designed, developed, and produced a variety of fashion, consumer, educational, and B2B sites for select clients. Managed web development process. Consulted on strategic direction and implementation of successful consumer campaigns.

---

# Jason Brightman continued

---

- Clients: Verisign DBM, Domainsbot.com, Afternic.com, Jodihead.com, HBO and BBC
- Highlights:
- Created web identity and exceptional marketing materials, which led to the acquisition that created Verisign's Digital Brand Management Group
  - Designed and produced the web and print identity for DomainsBot.com, including the sites transaction UI
  - Developed redesign of Afternic.com, which led to their recent acquisition

## **Phoenix Design Works**

Art Director

New York, NY  
1998

Created comprehensive brand identity designs and brand extensions for leading sports franchises and advertising agencies.

- Clients: NBA, MLB, NASCAR, Woodpecker Cider, ESPN, and Disney
- Highlights:
- Award-winning broadcast graphics for ESPN
  - Promotional design for inaugural issue of *ESPN Magazine*
  - Logo design for NASCAR's 50th anniversary

## **Sanpan Design Inc.**

Designer

New York, NY  
1996 - 1998

Designed award-winning, conceptually engaging consumer packaging for entertainment and children's properties. Produced and maintained extensive line looks. Designed and deployed email marketing campaigns.

- Clients: HBO, A&E, BBC, MGA Entertainment, and Hallmark
- Highlights:
- Created DVD packaging for HBO's "Six Feet Under," "Carnivale." & "Rome"
  - Developed line look and first season design for A&E's "Kids in the Hall"
  - Logo design for MGA Entertainment, makers of "Bratz"

---

## **PUBLICATIONS AND APPEARANCES**

**2006 Adobe MAX Developers Conference**, Speaker, "Going from Comp to Code"

**2006 Folio Magazine ePublishing Roadshow**, Featured Speaker

**Adobe.com Developers article** "Small web team uses CSS to develop big-time magazine site"

**Adobe Edge Newsletter article** "Building CSS sites"

---

## **EDUCATION**

Pratt Institute, Brooklyn, NY  
BFA Communication Design, 1996

---

## **SKILLS**

XHTML, CSS, PHP, AJAX, XML, JAVASCRIPT, CMS systems, Adobe CS2, Macromedia Studio 8, browser compatibility, usability testing