

Jason Brightman

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Creative director with extensive experience in emerging technology, publishing, and entertainment. Expert in producing highly effective, data-driven, segment-leading consumer websites. Proven history of comprehensive strategic planning, application development, design execution, advertising and editorial integration, and staff management.

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

PC World Communications Inc, Macworld Publishing LLC San Francisco, CA
PC World and Macworld are the leading consumer brands of the world's largest technology media company, IDG. They provide news, reviews, and advice, reaching millions of global technology buyers daily.

Director, Web Design

May 2007 - present

Provide the creative focus and user experience strategy that drives pcworld.com and macworld.com. Channel business development, advertising operations, application development, and editorial into user-centered designs that support product discovery, purchase, and use. Lead and mentor the design team that coordinates interdepartmental projects. Responsibilities include:

- Work closely with CEO, EVP, and CTO to align technology and business objectives with user experience while using data to expand editorial reach
- Systematically evolve UI and UX of PC World, Macworld, MacUser, iPhone Central, and the Business Center to create a code base that is easier to use, maintain, and expand
- Design internal content management systems, editorial tools, and workflows
- Optimize ROI for existing revenue streams with strategic content integration
- Produce cobranded content with marketing partners
- Manage multidisciplinary team with remote members on simultaneous large projects, smartly deploying limited resources to meet critical goals

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*, specialty car magazines *0-60* and *RIDES*, and the most popular basketball magazine, *SLAM*.

Director, Web and Emerging Technology

2002 - 2007

Led the planning and development of the online brand extensions and mobile content channels. Built and led the marketing, advertising, design, programming, and operational teams that comprised the growing publishing platform. Provided 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 included:

- Creating dynamic publishing platforms that served as 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
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Jason Brightman continued

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 magazine editorial and design staffs to establish unique yet 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

Design, develop, and produce a variety of fashion, consumer, educational, and B2B sites for select clients. Manage web development process. Consult on strategic direction and implementation of successful consumer campaigns.

Clients: Verisign DBM, Domainsbot.com, Afternic.com, Jodihead.com, HBO, and BBC

- Highlights:
- Created DVD packaging for HBO's "Six Feet Under," "Carnivale," and "Rome"
 - Developed line look and first season design for A&E's "Kids in the Hall"
 - Designed and produced the web and print identity for DomainsBot.com, including the site's transaction UI
 - Developed redesign of Afternic.com, which led to their 2006 acquisition

Phoenix Design Works

New York, NY

Art Director

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.

New York, NY

Designer

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:
- Logo design for MGA Entertainment, makers of "Bratz"
 - Theatrical poster for Stephen King's "The Night Flyer"

Jason Brightman continued

PUBLICATIONS AND APPEARANCES

2008 Folio Show, Speaker, “Translating Print Design to Online”

2008 Alberta Magazine Association, Keynote Speaker, “The Sublime Online”

2006 Adobe MAX Developers Conference, Speaker, “Going from Comp to Code”

2006 Folio Magazine Roadshow, Featured Speaker, “E-Publishing Strategies”

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

JSP

PHP

AJAX

XML

JAVASCRIPT

SCRUM

Iterative design

Prototyping

CMS systems

Adobe CS4, CS3

Information architecture

UX design

UI design

Presentation design

Public speaking

Situation leadership

Managing remote teams

REFERENCES

Available upon request