

JASON MCILWAIN

MULTIDISCIPLINARY DESIGNER BASED IN ATLANTA

JASONMCILWAIN3@GMAIL.COM JMDESIGN.SITE 301-800-1890 ATLANTA, GA

Scientific Games

Atlanta, GA

Game Artist (Graphic Designer)

Jan 2025 – Current

- Designed and prepared project art files to ensure products are print ready, employing careful attention to detail
- Communicated promptly with press technicians and account managers to ensure tickets are delivered to spec on schedule
- Designed marketing and distribution deliverables for instant lottery products for customers both in the US and worldwide
- Designed product concepts for customer catalogue
- Redesigned, edited, and managed art specification documents for all customers

Freelance

Brooklyn, NY

Designer & Illustrator

Jan 2018 – Current

- Created and executed digital marketing initiatives and lead generation strategies for social media channels and website
- Collaborated with clients to create visually impactful, engaging, story-driven 2D digital illustrations using cohesive color, contrast, and composition
- Designed, presented, iterated, and maintained impactful brands identities for clients which saw improvements in KPIs
- Managed projects and timelines to ensure tasks are completed in accordance with stakeholder requirements

Facet Wealth

Baltimore, MD

Product Designer

Jul 2020 – Jan 2024

- Designed and presented high-fidelity, responsive prototypes to executives and stakeholders
- Conducted market and user research and facilitated user tests and interviews.
- Redesigned onboarding, and investment experiences which resulted in a 38% increase to gross margins and 150% increase to user engagement respectively
- Validated user experiences using flow charts, information architecture, and LFD mockups

Bernie Sanders for President

Washington, D.C.

Graphic Designer

Feb 2020 – May 2020

- Designed eye-catching social media collateral for fundraising, awareness, and events that received hundreds of thousands of impressions
- Completed quick turnaround designs and recap graphics during debates, town halls, and rallies

Lifehouse Church

Hagerstown, MD

Graphic Designer

Aug 2018 – Jan 2020

- Designed creative for series branding, visuals and immersive multimedia live events; maintained internal brand assets
- Created print and web advertisements, including billboard, web and social media
- Designed creative for digital, study guides, mailers, experiences, merchandise, billboards, international affiliates and more

Graphic Design Intern

Jun 2017 – Aug 2017

- Designed creative for digital, study guides, mailers, experiences, merchandise, and social media

SKILLS

Skills Graphic Design, Illustration, UX/UI Design, Typography, Wireframing, Prototyping, Time Management, Art Direction

Software Adobe Creative Suite, Photoshop, Illustrator, XD, Figma, GSuite, Slack