



professional experience

Elon University

Assistant Director of Creative Services - June 2024 - November 2025

Create design solutions, including print collateral, digital assets, apparel, and environmental graphics for all University departments.

Implement and manage communication initiatives to enhance engagement across a diverse range of audiences.

Develop brand-centric marketing and outreach campaigns supporting the University's long-term strategic plan.

Evaluate design proposals, educate university partners, and develop brand guidelines and resources to ensure the cohesive application of Elon's brand.

University of Virginia

Graphic Designer - July 2023-May 2024

Collaborated with leadership and staff to identify communication opportunities and created strategies bridging print, digital, and environmental spaces rooted in the UVA brand.

Produced high-quality physical communication pieces, environmental graphics, and UVA-branded items in collaboration with UVA Print Services, UVA Facilities Management, the UVA Bookstore, and outside vendors.

Supported departmental communication staff through branding workshops, asset and template creation, and one-on-one design training and support.

Jay Glass Design

Owner/Designer - August 2018-July 2023

Independent design practice that provided branding and visual identity, publication design, web and mobile interface design, digital animation, illustration, and copywriting.

Select Clients included: Bottega, BrainQuest, Capital One, and the University of Michigan.

Studio Dzo

Art Director - August 2016-July 2018

Conceptualized and designed environmental graphics and identity packages, specializing in unique wayfinding and electrical signage solutions informed by ADA accessibility and local and regional codes.

Developed message schedules, site maps, and visual strategy guides and coordinated with clients, architects, contractors, and outside vendors to ensure consistent design implementation.

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I am a visual designer, illustrator, and all around design enthusiast.

My cross-discipline creative professional experience encompasses digital, print, and environmental graphic design.

specialties

Information Design / Visual Identity / Illustration / Copywriting / Environmental Graphic Design

technical

Adobe: Illustrator / Astute / Cadtools / Photoshop / InDesign / XD / Premier Pro / After Effects / Audition

digital: Sketchup / Canva / Figma / Wordpress / Drupal / HTML/CSS

analog: Print pre-production / Large format / Vinyl plotting and application / UV Printing / Screenprinting

education

University of Michigan • Ann Arbor, MI Bachelor of Fine Arts, Design magna cum laude

for samples of my work

visit me at:

jay.glass

