

# JONATHAN MACY BIGGS

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Versatile, driven Art Director who leverages detailed understanding of marketing objectives with artistic expertise to deliver break frame, multi-platform creative assets for global brands.

## EXPERIENCE

**HASBRO** :: Pawtucket, RI

**ART DIRECTOR** :: 2006 - Present

- ▶ Developed brand creative assets for heritage brand Tonka
- ▶ Worked closely with copywriters, marketing and product design team leaders to develop, implement and manage Tonka brand vision
- ▶ Delivered visual concepts based on marketing objectives to define brand positioning
- ▶ Produced first significant redesign of Tonka logotype since 1962
- ▶ Designed all new brand identity and packaging line look for Tonka core product line resulting in 30% sales growth
- ▶ Designed all new brand identity and packaging line look for Tonka Chuck & Friends preschool product line
- ▶ Won Hasbro Innovation award for “best brand launch” for Chuck & Friends brand identity and packaging
- ▶ Partnered with key Tonka licensors to provide graphic assets, packaging artwork and brand standards direction to ensure brand alignment at retail
- ▶ Developed brand creative assets and for Marvel Super Hero Squad
- ▶ Designed brand identity and packaging line look for Marvel Super Hero Squad product line
- ▶ Adapted Super Hero Squad packaging line look to Spider-Man 3 movie product line
- ▶ Designed package artwork for other key Spider-man 3 movie products
- ▶ Provided art direction for product illustration, product photography and lifestyle photography
- ▶ Provided graphic assets and artwork direction to web design, trade marketing and global adaptation teams
- ▶ Worked closely with global adaptation team partners to ensure brand consistency for international packaging
- ▶ Managed multiple projects at once with outside vendors and overseas partners
- ▶ Managed workflow and provided artwork direction for creative team
- ▶ Hired, trained and advised on development milestones for creative staff

## EXPERIENCE

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### SENIOR GRAPHIC ARTIST :: 2000 - 2006

#### FAHION ACCESSORIES FIRST :: Smithfield, RI

- ▶ Developed brand creative assets for jewelry product lines for lifestyle brand Panama Jack
- ▶ Designed and implemented yearly packaging line look updates for Panama Jack jewelry product lines
- ▶ Designed break frame endcap and POP displays for Panama Jack jewelry
- ▶ Designed brand identity, packaging line look and creative assets for company developed brand "Stand Out"
- ▶ Designed unique graphics, packaging and POP displays for multiple non-branded jewelry and accessory programs
- ▶ Created product sell sheets and support graphics for client presentations
- ▶ Developed, designed, coded and maintained main company website
- ▶ Provided front end design and coding for secondary e-commerce site
- ▶ Developed site architecture, navigation and usability standards
- ▶ Hand coded websites using XHTML and CSS
- ▶ Designed annual reports and corporate collateral
- ▶ Designed and served as editor in chief for company newsletter

### NEWPORT THIS WEEK :: Newport, RI

#### ASSISTANT PRODUCTION MANAGER :: 1998 - 2000

- ▶ Designed custom advertisements per customer specifications
- ▶ Designed press kits and marketing materials
- ▶ Retouched and adjusted image quality of all photos
- ▶ Assisted with pagination, page layout and corrections
- ▶ Preflight and packaging of finished product for printing
- ▶ Consulted with printer to ensure quality at press
- ▶ Provided tech support for Macintosh network
- ▶ Implemented updated system for organization and back up of digital archives
- ▶ Managed integration of new equipment and software

## EDUCATION

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### RHODE ISLAND SCHOOL OF DESIGN :: Bachelor of Fine Arts :: 1995