

Jason Brown RGD

Brand Designer and Art Director

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PROFILE

Brand designer and art director with 20+ years of experience translating complex ideas into clear visual communication. Develops identities, guidelines, campaigns, and digital experiences for corporate, government, healthcare, and nonprofit clients. Owns work from brief and concept presentation through stakeholder review and final production. Combines hands-on craft with art direction, mentoring, and practical experience building websites and AI-assisted systems.

DESIGN AND PRODUCTION

Brand and marketing: Visual identity, typography, layout, colour systems, custom iconography, infographics, campaigns, websites, email, social, presentations, events, and merchandise.

Systems and delivery: Brand guidelines, reusable assets, Creative Cloud Libraries, presentation templates, digital and print production, accessible communications, preflight, proofing, and supplier coordination.

Tools: Extensive Adobe Creative Cloud experience, particularly InDesign, Illustrator, Photoshop, and Acrobat.

Figma: Comfortable editing layouts and using existing components. HTML/CSS, WordPress, Shopify, GitHub, and Vercel; AI-assisted workflows with Claude, Make.com, and Airtable.

SELECTED WORK RELEVANT TO TAILSCALE

Adlib Software

Enterprise technology identity · 2020

Created an identity for a software company moving into AI-driven content intelligence: proprietary mark and wordmark, colour and typography, custom icons, and brand guidelines. Extended the system across a launch spanning web, ads, white papers, e-books, email, presentation decks, merchandise, and corporate graphics.

[View case study](#)

Hidden Insights

Brand identity and customer experience · 2024

Co-created the name with the owner and developed the identity, website, mobile app, contact web app, and team merchandise. Carried one visual language across the customer journey, from first introduction to booking and follow-up.

[View case study](#)

Professional experience

Jason Brown RGD · Brand Designer and Art Director

Independent practice and freelance agency engagements have run concurrently.

Jason Brown Design

Designer / Art Director · Independent studio · 2003 to present

- Develop and refresh brand identity systems and visual guidelines; deliver campaigns, editorial design, reports, marketing collateral, websites, HTML email, and interactive projects.
- Present concepts and rationale directly to clients, incorporate stakeholder feedback, and manage scope, schedules, suppliers, proofing, and final production.

Boomerang Art + Design

Freelance Art Director / Team Lead · 2003 to present

- Direct designers, photographers, and illustrators; mentor junior creatives and coordinate with editors, publishers, and clients.
- Manage the design and production of Grocery Business and other publications, from layouts and imagery through final artwork and press approvals.

DUO Strategy and Design

Designer / Senior Designer · Employee 1997 to 2003; freelance 2003 to 2016

- Designed identities, corporate communications, annual reports, donor materials, signage, and websites for B2B and institutional clients.
- Managed projects from client brief and budgets through delivery; coordinated developers, writers, designers, printers, and timelines on large web projects.

AI4Love

Founder and Design Technologist · 2024 to present

- Develop brand, product interfaces, and marketing materials for a relationship intelligence platform serving the nonprofit sector.
- Build AI-assisted software and automated data workflows using Claude, Make.com, Airtable, and Vercel; connect design intent with technical implementation.

SELECTED ONGOING AND PAST CLIENT ENGAGEMENTS

Joseph Brant Hospital Foundation · 2016 to present: Annual reports, donor communications, fundraising and event branding, signage, and digital assets; collaborate with hospital and foundation communications teams.

College of Naturopaths of Ontario · 2017 to 2024: Brand refresh, member communications, newsletters, annual reports, and infographics.

Ontario Science Centre · 2013 to 2024: Exhibition graphic standards, interactive exhibits, digital displays, brochures, and trade show materials.

Environmental Commissioner of Ontario · 2016 to 2019: Bilingual reports, custom charts and iconography, print artwork, and accessible digital documents.

EDUCATION AND PROFESSIONAL MEMBERSHIP

Graphic Design Diploma · Sheridan College, Oakville, Ontario · 1997

Certified Member · Association of Registered Graphic Designers (RGD)