



# Jason A. Das

GRAPHIC DESIGNER

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Pickering, ON

## Profile

I am a well-rounded designer solving problems, by creating well thought out experiences. Looking to take my new visual storytelling skills, to create and develop human-centred products. Products that meet the user's needs, while hitting business goals.

## Experience

**Designer & Owner**                      **Chameleon Studios**  
Jan 2002 - Present                      Pickering, ON

Freelance graphic design and illustration services and intellectual-property development studio.

Collaborate with more than 20 clients from various business sectors.

Design and plan creative visual medium from branding, print, web, and illustrations.

Coach and advise fellow artists on possible directions.

**Playtest Participant**                      **Ubisoft User Research**  
Oct 2012 - Jul 2018                      Toronto, ON

Participated in playtest sessions for 5 AAA video game titles. Provided feedback to Ubisoft game development teams. Answered questionnaires conducted by user researchers.

**Storyboard Artist**                      **Animated Storyboards**  
Jun 2016 - Dec 2017                      Toronto, ON

Clients include Bensimon Byrne and worked exclusively on Scotiabank account.

Detail key shots from the script with director.

Ensure details from production matrix-style guides match the storyboards created.

**Senior Graphic Designer** **Tshirtgang.com**  
Apr 2009 - Sep 2014                      Ajax, ON

Clients include NHL players from the St. Louis Blues and Detroit Red Wings, The New York Times, and TD.

Supervised and trained design team from Canada, Bangladesh, Australia, and the Philippines.

Acquired leads at the 2012 Licensing Expo showcasing platform services and support.

Designed visual content highlighting platforms like Amazon, eBay, and Etsy.

## Education

**Certificate**                      **UX Design**  
RED Academy Toronto                      Jan 2018 - Feb 2018  
UX Designer Essentials

**Certificate**                      **Computer Animation**  
Humber College                      Oct 2016 - Dec 2016  
3D Modeling For Games and Film

**Diploma**                      **Graphic Design**  
George Brown College                      Sep 1999 - May 2002  
Graphic Design - Advertising

**Certificate**                      **Visual Arts**  
Sheridan College                      Jan 1999 - Aug 1999  
Art Fundamentals

## Tools

Photoshop  
Illustrator  
InDesign  
XD  
Sketch  
InVision  
Figma  
Wordpress  
HTML & CSS

## Expertise

Advertising  
Illustration  
Branding  
Content Creation  
User Research  
Journey Mapping  
Storyboarding  
Prototyping

## Soft Skills

Creativity  
Professionalism  
Dedication  
Teamwork  
Self-Motivation  
Mentorship  
Curiosity

## Projects

**Crowdpleaser**                      **E-sports**  
Dec 2019                      Hackathon  
Red Bull AdrenaLAN - Team Crowdpleaser  
Developed prototype AR & live streaming application  
"Winner for Best VR/AR/MR Hack"

**TED**                      **Connected Living & IoT**  
Sep 2019                      Hackathon  
Elevate Tech Jam 2019 - Team 4AM  
Developed prototype chatbot for Rogers Digital

**OX**                      **Commercial Real Estate**  
Sep 2019                      Hackathon  
Oxford Global Hackathon 2019 - Team Crest Standard  
Developed prototype web application for Oxford Properties

**Global**                      **Sports**  
Mar 2018                      Hackathon  
Baseball Hack Day 2018 - Team Global  
Developed prototype web application for MLB

## Professional Development

**Design Systems Community** Feb 2020 - Mar 2020  
Setup For Small Teams / Accessibility & Inclusiveness

**Toronto Unity Developers**                      Dec 2019  
UX & UI For Games / Design For Touch Screens

**Voice Tech TO**                      May 2018 - Nov 2019  
Product Design / Amazon Alexa / Demo Night

**#allyTO Gaming**                      Oct 2019  
Accessibility In The Gaming Industry

**Adobe Creative Jam**                      Oct 2017 & Oct 2019  
Adobe XD Hackathon / UX Design Talks

**DesignX Toronto**                      Sep 2019 - Oct 2019  
Ladders Conference / Scaling Design Impact

**Designers & Coffee**                      May 2019 - Aug 2019  
Design Challenge Series / UI & UX Design Talks

**Toronto Starts**                      May 2018  
AR/VR Mixed Reality Summit

**FITC Toronto**                      May 2018 & June 2018  
Spotlight: UX & UI / FutureWorld