

858.735.7698 jonascher@jonascher.com www.jonascher.com

#### Education

1999 Rhode I	sland School of Design, BFA	A, Concentration in Illustration
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#### **Select Contract Work**

2009	<b>"The Days The Nights" Album Art, Portland, OR</b> CD Album Art and Package Design Created all artwork and prepress setup. The band's hit single, "Her Name is Alice," from this album was also featured in the soundtrack to the film, "The Wrestler" starring Mickey Rourke.
2008	<b>Pop Art LLC, Portland, OR</b> Graphics Creation Created and revised website graphics for Pop Art LLC clientele, matching and mimicking U.S. web campaigns with French/international campaigns.
2007	<b>Bent Image Lab</b> , <b>Portland, OR</b> <i>Magazine Ad Design for Lux Brand Soap</i> Composited stills from animated TV commercials created by Bent, and colorized alternate schemes to complement the branding of different Lux products. Also created some imagery from scratch, and produced the final layouts for several Lux European print ads.
2007	<b>Plan Ahead Legal, San Diego, CA</b> Web Design and Consulting Designed and built the website for Plan Ahead Legal, a law firm specializing in probate law and estate planning. Also optimized and fine-tuned content to build web traffic from targeted users.
2007	<b>Maple XO, Portland, OR</b> Logo Design Created the branding identity for Maple XO, which markets handmade and custom jewelry sold in high-end boutiques nationwide.
2006	<b>United Design Group, Portland, OR</b> <i>Illustration</i> Created artwork for skateboard decks.

## **Fulltime Employment**

2005-06	FedEx Office, Portland, OR
	DTC On-Demand Print Production, Design, Customer Service
	Met a variety of project-specific challenges, for individual customers as well as large corporate clients. Also helped deliver a comprehensive suite of office services offered to customers,
	including shipping, printing, binding, data archival, and maintaining our equipment.
2000-04	W3Commerce Inc and NCERx Inc, San Diego, CA
	Illustration, Web Design, Medical Diagrams, Business Development
	I created several profitable ecommerce business plans for W3, in addition to art, diagrams and web designs for dozens of our online campaigns.W3 created web campaigns in diverse areas of interest for partner businesses and sponsors, and NCERx was a subsidiary that recruited
	candidates for pharmaceutical clinical trials.

# Jonathan Ascher

ART, DESIGN, ACHIEVING BUSINESS GOALS

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#### Software Proficiencies

- Adobe CS4: Advanced User of Photoshop, Illustrator, Dreamweaver, Acrobat Pro
- Microsoft Office 2008

## **Unique Skills**

- Drawing, painting and handmade original artwork
- Elegant and communicative graphic design sense, distilling messages into an intuitive hierarchy of imagery and information
- Whip-smart, with exceptional communication skills and mastery of grammar and the written word
- Legal knowledge in a variety of areas
- Uncommon insight into the underpinnings of web optimization, and how content interacts with search engine algorithms
- Business savvy, as an investor, former landlord as well as freelance contractor

### **Career Highlights**

- Wrote and painted a 110-page original graphic novel, "Neil." The story is a modern-urban fable for mature readers. "Neil" has received tremendous reviews by The Nashville Comics Examiner, Comic Book Collectors Blog, and most recently, I was featured as Artist of the Month for December '09 on Comicattack.net, featuring my art and an indepth interview about "Neil" and other projects.
- Proposed and carried out a highly profitable business plan partnering with the notorious artist Shepard Fairey (Obey/Giant). Working with W3Commerce, I conceived, built and designed the exclusive web presence for Shepard's highly limited fine art editions.
- Arranged a business partnership and designed a website for W3Commerce and Modart/Boarding for Breast Cancer. Our online auction raised \$10,000 to combat breast cancer. I also donated and sold my own original painted art on the auction site.
- Collaborated on web content with Invincible Studios, for the immensely popular Spookyland.com (100,000 daily hits), homepage of celebrity Comics creator Roman Dirge ("Lenore").
- Sold original art in a group show that enabled the construction of a skate park in Portland, Oregon.

#### **Entrepreneurship**

2004-07	Colin LLC, San Diego, CA
	Personal Real Estate Investments.

#### **Volunteer Work**

present	<b>Portland Hearing Voices, Portland, OR</b> Assisting at events to advocate for the mentally ill.	
1994-present	National MS Society, Portland, OR and San Diego, CA Annual MS Walk.	