

JASON LARA

CREATIVE DIRECTOR | BRAND & DIGITAL EXPERIENCE

Austin, Texas | 512-767-5562 | contact@jasonlara.com | jasonlara.com | linkedin.com/in/jasonlara

Creative Direction • Brand Strategy • UX/UI • Digital Product Design

Creative leader with 25+ years of experience directing brand, UX/UI, and digital initiatives for agencies, startups, and Fortune 500 organizations. Experience includes work for Home Depot, Walt Disney World, ABC, Bazaarvoice, Kasasa, and AMD.

PROFESSIONAL EXPERIENCE

JLI Creative Services – Round Rock, TX

Creative Consultant | March 2025 – Present

- Serve as an on-demand creative leader, guiding branding, UX/UI, web strategy, and marketing initiatives for growing organizations.
- Design and build websites, digital experiences, and brand systems that strengthen client storytelling and customer engagement.
- Partner with business owners and executive leaders to develop marketing strategies, visual identities, and digital communications.
- Developed the brand identity for Texas/Atlanta Smoke, one of the nation's premier professional women's softball organizations.
- Support nonprofits with website strategy, design, and ongoing digital communications.

Proof Advertising and Marketing – Austin, TX

Associate Creative Director | July 2023 – March 2025

- Directed all creative output for Kasasa, partnering closely with executive marketing leadership on campaign strategy and execution.
- Improved creative workflows and review processes that doubled production speed while maintaining quality standards.
- Streamlined creative workflow through Jira, Wrike, and SharePoint, improving cross-team collaboration and efficiency.
- Partnered with executive marketing leaders to translate business objectives into integrated creative campaigns.
- Contributed creative support for additional agency clients including Subway, Subway Cares Foundation, and Grease Monkey.

SwagHub – Austin, TX

Design Director | December 2020 – July 2023

- Established the company's first design department and creative standards.
- Led UX/UI design for the company's proprietary three-application SaaS platform from concept through launch.
- Collaborated with engineering and product teams throughout Agile development.
- Managed U.S. and overseas creative teams delivering high-volume client work.
- Designed and launched dozens of branded online storefronts on accelerated timelines.

Continion – Austin, TX

Vice President, Client Experience/Creative Director | June 2010 – December 2020

- Led creative strategy and UX initiatives for enterprise clients.
- Co-led creative development of Home Depot's Seeds Program, exceeding engagement goals ahead of schedule.
- Led design for Bazaarvoice's Sampling Program, scaling it into a multimillion-dollar recurring revenue platform.
- Designed Walt Disney World's ratings and reviews experience while meeting rigorous brand, accessibility, and technical standards.
- Delivered branding, UX, and website initiatives for organizations including Millstone Medical, St. Edward's University, and CIS Group.

CORE EXPERTISE

Creative Direction • Brand Strategy • Art Direction • UX/UI Design • Digital Product Design • Team Leadership • Creative Operations • Brand Identity • Customer Experience • Agile Collaboration

SKILLS

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat) • Microsoft 365 • Figma • Apple Productivity Tools (Pages, Keynote, Numbers) • WordPress • ExpressionEngine • HubSpot • Squarespace • Wix • Jira • Wrike • ClickUp • SharePoint • Google Workspace • Canva

Languages: Portuguese (fluent) • Spanish (professional)

EDUCATION

Bachelor of Fine Arts – Design, The University of Texas at Austin

Enterprise Design Thinking Practitioner Certification (2023)