

Jason A. Mohr

Apparel & Marketing Graphic Designer

Creative, versatile and detail-oriented designer with over 27 years experience in the apparel and graphic design industries. Highly skilled at creating top-selling, trend-relevant apparel graphics and prints. Equally skilled designing creative for print and digital. Fluent in design processes, with a passion for quality and efficiency.

Portfolio:
www.jasonamohr.com

(949) 933-1282
jason.a.mohr@gmail.com
[linkedin.com/in/jason-a-mohr](https://www.linkedin.com/in/jason-a-mohr)

Experience

Freelance, San Clemente, CA - Apparel & Marketing Graphic Designer 2003 - Present

- Design digital marketing assets for Taco Bell Creative.
- Design apparel graphics for Travis Mathew, Jeep, Ganahl Lumber and more.
- Design websites, corporate guidelines, brand identities and more.

Vans, Costa Mesa, CA - Senior Apparel Graphic Designer March 2006 - September 2022

- Designed and curated seasonal men's and boy's graphic t-shirt assortments.
- Designed seasonal graphics, prints and trim for cut and sew and accessories.
- Designed men's and boy's SMU graphics for all printable categories.
- Designed hats, backpacks, lunch sacks, pins, stickers, wallets and water bottles.
- Designed Vans promotional graphics, accessories and footwear for Steve Van Doren.
- Designed men's and women's Warped Tour apparel and accessories.
- Traveled locally and internationally for trend inspiration to contribute to seasonal stories.
- Partnered with footwear to align on seasonal head-to-toe stories.
- Collaborated with merchandisers for sales and strategy.
- Worked closely with development team to cost engineer printables and accessories.
- Worked with local and overseas vendors.
- Designed and presented seasonal ILR and FLR decks.
- Developed time-saving t-shirt tech pack adopted by all printable categories.
- Received Vans Sole Award for Creativity (2013) and Vans Give a Shit Award (2017).

C404, NYC - Partner & Senior Designer 2000 - 2003

- Web and kiosk interface design and animation for KIDI Parsons, Museum of Modern Art, Comedy Central, Nike, Lego and Citibank.
- Editorial design for Kultur Spiegel.
- Animated "The Magic Scarf", projected on the ceiling of Grand Central Station, NY.

Word.com, NYC - Senior Designer 1996 - 2000

- Designed original web content, UI, animation and audio.
- Designed Word.com promotional collateral.
- Designed UI and avatars for Sissyfight2000 online multi-player game.
- Designed UI and hosted Pixelttime, an online drawing application, gallery and contest.
- Press: ID Magazine, Entertainment Weekly, New York Times, Wired, New York Magazine, Vice, Shift Japan, Time Out NY

Education

● Art Center College of Design Pasadena, CA

BA in graphic design and packaging with an emphasis on digital media

Skills

Marketing graphic design
Apparel graphic design
Print design
Trim design
Trend research and analysis
Project management
Presentation design

Logo design	Illustration
Typography	Web design
Problem solver	Team player

OSX	Illustrator
Photoshop	InDesign
Figma	Keynote
Excel	PowerPoint
Mural	PLM Enovia

Interests

Surfing	Hiking
Camping	Snowboarding
Biking	Gardening
Fishing	