



JAKE ODOM

jakeodom.com
info@jakeodom.com
(205) 295-8779

EDUCATION

BFA in Graphic Design
Auburn University
Summa Cum Laude

NOTABLE CLIENTS

Tenant Health
Brookwood Baptist Health
Valvoline
Verizon Wireless
Honda Manufacturing
Honda R&D
Books-A-Million
Joe Muggs Coffee
Chik-fil-A
Community Foodbank
PRADCO Outdoor Brands
The Town of Mt Laurel
Crime Stoppers
Taylor Morrison
Mars Petcare
Full Moon BBQ
Urban Cookhouse

NOTABLE FREELANCE CLIENTS

EBSCO Industries, Inc.
Auburn University
Auburn Alumni Association
Jule Collins Smith Museum of Fine Art
Alabama Healthy Marriage
Keystone Magazine
Pack Health
Best Code
Hope Missions

AWARDS / RECOGNITION

2015
Silver ADDY
Catch Fish Anywhere website

2014

Gold & Silver ADDYs
Honda R&D Holiday Card

2012

Best of Show and Best Poster
Design Show judged by Ty Wilkins

PUBLISHED

2015 *The Bugle*
2014 *Keystone Magazine*
2012 *Auburn Magazine*
2011 *Auburn Magazine*

EXPERIENCE

Big Communications

Art Director / June 2016 - Present / bigcom.com
Although I work on a variety of projects at Big, my main focus is Tenet Health. Working together with a small team, we create everything from exterior signage to emails. We build out and track campaigns across print, digital, and social for many hospitals, including Brookwood Baptist Health (AL), Saint Francis (TN), Hilton Head (NC), Des Peres (MO), and Coastal Carolina (SC).

Jake Odom Design & Illustration

Owner / 2004-Present / jakeodom.com
I design, code, and illustrate for various businesses, mission organizations, and university programs. Projects include branding, web, print, and illustration.

The Modern Brand

Art Director / September 2015 - March 2016 / themodernbrand.com
As the lead designer for TMB, I was responsible for the design and direction of almost every creative project. I also participated in client pitches, and lead other designers and freelancers on projects from concept to completion.

EBSCO Industries, Inc.

Senior Art Director / October 2014 - September 2015 / ebscoind.com
*In addition to designing for more than 20 of EBSCO's businesses, I lead the charge to revamp their employment branding, helped design several issues of their internal magazine (*The Bugle*), and led other creatives on a range of projects.*

Brand Neue Co.

Senior Art Director / December 2013 - October 2014 / brandneue.co
I worked as the sole designer at this small branding studio during their start-up. Projects included both internal and external branding, web, print, animation, and video. Experience with web development, film direction, and project management.

Auburn Alumni Association

Interim Webmaster / August 2013 - May 2014 / aualum.org
For ten months, I served as an interim webmaster for the association while they looked for a full-time developer. Duties included multi-site updates, content creation, and back-end management. Experience with responsive web design, email campaigns, and remote work. This was a part-time, freelance position based on a retainer contract.

o2 ideas

Art Director / May 2012 - December 2013 / o2ideas.com
Worked in a team environment, often in a leadership role. Projects included promotional advertising, commercials, event design, web, and illustration. Experience with interactive development, branding, photo retouching, and advertising campaigns.

Auburn Alumni Association / Auburn Magazine

Designer and Developer / 2011-2012
Worked under Shannon Bryant-Hankes as a designer and front-end web developer. Projects included branding, web, print, illustration, and magazine layout/design.

EXPERTISE

- + branding, identity, web, video, print, illustration, & 3D rendering
- + proficient in Adobe Creative Suite, SketchUp, & Coda
- + exceptional skill with html & css {experience with php & java}
- + extensive knowledge of Joomla and Wordpress
- + well-versed in responsive design and web standards
- + worked remotely for multiple clients {retainer & contract}