

Jason Culler

PRODUCTS+GRAPHICS+INTERACTION

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work experience

Martha Stewart Living Omnimedia 2007-Present, New York, NY
Product Designer

Designed furniture and lighting collections from concept to retail. Traveled domestically to present concepts and review prototypes. Researched historic movements and trends. Developed packaging and point-of-purchase concepts. Collaborated with a multidisciplinary group of designers to develop a fresh branding, product, and interactive media initiative for reaching a younger demographic.

Matsushita Electric Works 2007, Osaka, Japan
Product Design Intern

Lifestyle and market research of Japanese home decor, storage and organization products. Traveled throughout Osaka, Tokyo and Kyoto. Developed and presented design briefs. Created a system of modular furniture for compact spaces.

Freelance 2005-2007, Brooklyn, NY
Graphic + Product Designer

Clients included OgoSport, Pratt Design Incubator and Sweetshop.

Designed products, structural packaging, point-of-purchase displays and graphics. Developed identities, web sites, marketing materials and collateral.

Courtney & Company 2003-2005, New York, NY
Graphic Designer

Designed and developed brand identity, print collateral, promotional materials, web and multimedia for a wide range of clients, including Fortune 500 companies and local businesses. Clients included The Ritz-Carlton, Puma, AOL, Haagen-Dazs, SYSTRAN and Nielsen Media Research.

Piccirilli Group 1998-2002, Bel Air, MD
Art Director + Web Designer

Helped created and lead an award-winning web development team. Designed and developed web sites. Managed site content and usability through collaboration with marketing strategists, copywriters, photographers and programmers. Assisted creative director with the development of concepts for ads, direct mail campaigns, identities, and collateral. Produced illustrations and photographs.

education

Pratt Institute Brooklyn, NY
Bachelors of Industrial Design, 2007

Danmark's Designskole Copenhagen, Denmark
Scandinavian Furniture Design, 2006

ArtCenter at Smart Design New York, NY
Product Design, 2004

Harford Community College Bel Air, MD
Photography and Digital Media, 2000

skills

Visual communication (sketching, digital and marker rendering, graphics, technical drawing). Model making and prototyping – foam studies, basic metal and wood construction, plastic casting and forming, slipcasting in ceramics.

Software Proficient in Adobe Photoshop, Illustrator, InDesign and Quark, Dreamweaver, Flash, Solidworks, SketchUp, Graphite, and Microsoft Office (including PowerPoint).

honors

2008 Pinnacle Design Award, Upholstery
2007 simplehuman Simple Solutions
2007 IDSA Student Merit Award Nominee
2003 American Graphic Design Award
2001 Vision Awards Best Web Site

exhibitions

2007 Design at Pratt: Bridging Disciplines
2007 Taxi 07 at NY International Auto Show
2006 Young Americans: Furniture Exhibition
2005 IDSA-LA Scientific Invitational

references

Available upon request.