



JARED HARDY'S RESUME

EXPERIENCE

THE INTEGER GROUP

Associate Creative Director | December 2014 to present

Managing a team of 10 creatives, creative project assignment + development, client relations

THE1STMOVEMENT

Senior Art Director | March 2012 to December 2014

Managing designers + freelancers, creative project development, client relations

SAATCHI LA

Freelance Art Director | December 2011 to March 2012

Freelance design + art direction Saatchi LA, primarily working on Toyota.

STERLING-RICE GROUP

Senior Interactive Art Director | January 2010 to December 2011

Managing designers, creative project development, client relations

CRISPIN PORTER + BOGUSKY

Interactive Art Director | March 2007 to January 2010

Concepting + art direction, saw out every project through production

EDUCATION

UNIVERSITY OF NEBRASKA

Lincoln, Nebraska | August 2001 to May 2005

Bachelor's Degree from the College of Journalism and Mass Communication, Advertising Major

ACCOLADES

BURGER KING: SETH MACFARLANE'S CAVALCADE OF CARTOON COMEDY

Cannes Lions: Merit/Nominee/Shortlist

One Show Interactive: Merit/Nominee/Shortlist

Webbies: Merit/Nominee/Shortlist

HUNGER MONSTER

The Artist: Internal award at Integer
for creative excellence

POWER TO THE POSTER: GREEN ECONOMY

Green Patriot Posters – Images for a New Activism: Featured poster in published book + art shows





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BEER

GREAT AMERICAN BEER FESTIVAL APP

For the 2013 Great American Beer Festival in Denver, Colorado, I was the lead creative and designer for the festival app. Using the app, people could add breweries to their drink list, easily find those breweries on a map, and rate beers as they try them.

HOMEBREWING

I've been homebrewing since 2010. The experience of crafting a recipe, thinking about the ingredients and putting it all together is what makes beer taste so good. Think of it as a, "the journey *is* the destination," kind of thing.

My favorite thing about homebrewing is that it really gives you a deep appreciation and understanding about how beer is made and where various smells and flavors originate. I also consider myself an amateur beer historian and love the history of each beer style and brewing tradition.

BEER REVIEWS

I write them. Well, to be more specific they're called, "beer spotlights," because PorchDrinking doesn't do any negative reviews (which I love about them). Head to PorchDrinking.com to see a pile of articles I've written.

ADVERTISING + MARKETING + POINT OF SALE

I've been working in advertising a long time. That includes my current position at Integer that specializes in Shopper Marketing and Point of Sale – a big part of beer sales.

REFERENCES

ALEXANDER KAYNE

Director of Marketing | Odell Brewing Co
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Coworkers at Crispin Porter + Bogusky

DUSTIN TOMES

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Coworkers at Crispin Porter + Bogusky

JASON HINES

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Coworkers at Crispin Porter + Bogusky

