



Jared Hardy

A versatile creative professional with deep experience in art direction, team leadership, and multi-channel marketing campaigns.

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 jaredmhardy.com

AWARDS + HONORS

Burger King Campaign:

Seth MacFarlane's Cavalcade of Cartoon Comedy

Merit, Nominee, and Shortlist for The Webby Awards, Cannes Lions, and The One Show Interactive.

Power to the Poster: Green Economy

Featured poster in published book + art shows.

EDUCATION

University of Nebraska

August 2001 to May 2005

Bachelor's Degree in Advertising with an emphasis in design from the College of Journalism and Mass Communication

Senior Director of Communications

Denver Zoo Conservation Alliance

March 2024 to Present

- Shape and execute the overall communications and creative strategy.
- Lead a dynamic team to enhance DZCA's brand and engage diverse audiences.
- Collaborate with stakeholders to drive impactful messaging for wildlife conservation.

Creative Director

Denver Zoo Conservation Alliance

June 2018 - March 2024

- Oversaw brand development and evolution.
- Managed the creative team and directed advertising and marketing campaigns across various media.
- Developed creative assets for broadcast, signage, print, video, and digital media.

Associate Creative Director

The Integer Group

December 2014 - June 2018

- Led a team of designers, art directors, and copywriters.
- Directed creative executions for point-of-purchase, broadcast, web, radio, and out-of-home media.

Senior Art Director

The1stMovement

March 2012 - December 2014

- Managed art direction and design at a digital agency.
- Created websites, digital media, and mobile apps using an agile process.
- Mentored junior designers and art directors.

Senior Art Director + Senior Designer

Freelance

December 2011 - March 2012

- Provided freelance design and art direction for various companies.
- Contracted with Saatchi LA on brands like Toyota.

Senior Interactive Art Director

Sterling-Rice Group

January 2010 - December 2011

- Led digital initiatives within the marketing/advertising department.
- Designed and directed full creative campaigns across multiple media.

Interactive Art Director

Crispin Porter + Bogusky

March 2007 - January 2010

- Developed and directed concepts for brands like Burger King, Volkswagen, Dominos, AMEX, and Microsoft.
- Focused on digital media, also worked on video, print, and out-of-home campaigns.