

Jothan Cashero

creative direction & design
(*jaw-thin kuh-share-oh*)

A creative director with nearly two decades in pursuit of visual problem solving for companies grand and tiny in the adventurous, volatile world of CPG. Founding partner of Workshop Branding studio. Experience in managing and leading creative teams. Producer of research-driven results that grow brands on and off the shelf. Good at herding cats; excellent at triage. Looking to work with like-minded design teams to help produce exceptional strategic branding and design projects. And to have fun while doing it.

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR/ PRINCIPAL

Workshop Branding 2006 – PRESENT

clients include: Kellogg's, Pinnacle Foods, Bic, Hasbro, Cadbury Schweppes, Healthy Brands Collective, Apple & Eve, Topps, Toys R Us, Stonyfield, Fairy Tales Hair Care

Lead creative for all clients, projects, and pitches— from conception and ideation, kick offs, presentations, design direction and creation, to production. Manage design teams and vendors to ensure creative vision is met while projects are completed on time and within budget. Communicate services and capabilities during RFPs and client meetings. Supervise new business efforts, outreach, and execution of promotional materials.

DESIGNER PMThree 2004 – 2006

clients included: Pepperidge Farms, Fuji Film, Diageo, Novartis, Johnson & Johnson Cadbury Schweppes

Manage creative projects from conception to mechanical art. Serve at client meetings as creative liaison between accounts and design director. Source and supervised freelance illustrators. Maintain strong strategic rationale throughout creative process, ensuring clients' needs were met.

DESIGNER Fuel Media Group 2000 – 2004

clients included: Unilever, Lexigen Pharmaceuticals, Diageo, Goodwill.com, BrickyardVFX.com, MyMeals.com

Involvement in projects for packaging design, web design, corporate identity and logo design, and illustration. Development of a wide variety of visual solutions that answer clients' briefs and push innovation. Present concepts and work directly with client leadership to refine options.

OUTSIDE THE OFFICE

VOLUNTEER Planned Parenthood of NYC 2016 – PRESENT

Volunteer on PPNYC's Activist Council; active in fundraising and door escort. Provide graphic support for events, including largest local fundraising event, "Summer, Sex & Spirits".

BRAND MANAGER Dan Epstein for West Texas 2017

Conceive and create visual identity and help manage campaign for a democratic congressional candidate in Lubbock, Texas.

DESIGNER Sirens Of Gotham 2017

Conceive and create new visual identity for award-winning female-led Manhattan based a cappella chorus group.

EDUCATION

Syracuse University
College Of Visual And Performing Arts : Bachelor of Fine Arts, Communications Design

CONTACT

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DL my portfolio:
<https://bit.ly/2XG3Elw>

QUALIFICATIONS

Expert level in Photoshop and Illustrator.

Fluent in InDesign, Keynote and Pages/ MS Office.

Capable of creating illustration in range styles for varied applications.

Experience with digital and SLR photography.

Able to cut chords of wood, pick reliable curtain patterns, and just listen when you've had a bad day.