



professional experience

University of Virginia Enrollment Communications

Graphic Designer - July 2023-present

Conceptualize and execute public-facing communication materials for UVA's Enrollment Departments: the Office of Undergraduate Admissions, Student Financial Services, Virginia College Advising Corps, and the Office of the University Registrar.

Collaborate with departmental leadership and staff to identify communication opportunities and develop corresponding creative solutions that bridge print, digital, and environmental spaces rooted in the UVA brand.

Produce high-quality physical communication pieces, environmental graphics, and UVA-branded items in collaboration with UVA Print Services, UVA Facilities Management, the UVA Bookstore, and outside vendors.

Support departmental communication staff through branding workshops, asset and template creation, and one-on-one design training and support.

Jay Glass Design

Owner/Designer - August 2018-July 2023

Services performed: branding and visual identity, publication design, web and mobile interface design, digital animation, illustration, and copywriting.

Select Clients include: National Geographic, BrainQuest, Capital One, Virginia Tech, and the University of Michigan.

Studio Dzo

Art Director - July 2017-July 2018

Created and presented client proposals and project mockups. Managed clients throughout the design process and developed strong client relationships.

Trained and mentored Junior Designer and Project Managers.

Senior Designer - August 2016-June 2017

Conceptualized and designed environmental graphics and identity packages, specializing in unique wayfinding and electrical signage solutions informed by ADA accessibility and local and regional codes.

Developed message schedules, site maps, and visual strategy guides and coordinated with clients, architects, contractors, and outside vendors to ensure consistent design implementation.

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charlottesville, va

I am a visual designer, illustrator, and all around design enthusiast.

My cross-discipline creative professional experience encompasses digital, print, and environmental graphic design.

specialties

Information Design / Visual Identity / Wayfinding / Illustration / Print Layout / Design Research / Copywriting

technical

adobe: Illustrator / Photoshop / InDesign / XD / Premier Pro / After Effects / Audition

digital: Sketchup / Canva / Figma / Wordpress / Drupal / HTML/CSS

analog: Print pre-production / Large format / Vinyl plotting and application / UV Printing / Screenprinting

education

university of michigan • Ann Arbor, MI
Bachelor of Fine Arts
magna cum laude

for samples of my work, visit me at: jay.glass



thank you!