


# JAYSEN P. BUTERIN

graphic | web | videographic designer

## contact

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madonesdesigns.com 

## education

B.S. ADVERTISING/MARKETING ('97)  
Southeast Missouri State University

M.A. LITERATURE ('06)  
UNC Greensboro

## key skills

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Acrobat

Adobe Dreamweaver

HTML/CSS/Web Coding

WordPress & HubSpot

Filmmaking & Videography

Microsoft Office Suite

## professional profile

Born storyteller, award-winning filmmaker and experienced multimedia designer with a creatively diverse history in higher education marketing. Expertly skilled in graphic/web/videographic design. Strong media and communication professional with leadership ability to manage all aspects of direct marketing and advertising. Able to stretch the boundaries of artistic design and digital storytelling to help my clients' messages and brands stand out with an ability to think critically and creatively, and an askew view of the world around me that helps me see it in a different way.

## professional experience

### SENIOR CREATIVE DESIGNER

*Keepsake Quilting, Archdale, NC / 2021 - Present*

- Directed the design, layout and file delivery of seven catalogs annually—in both traditional print and digital formats—working with copywriters and other departments to create eye-catching publications.
- Created a wide variety of video and multimedia projects from conception to post-production—filming, editing and publishing consistent content on the KQ YouTube Channel.
- Coordinated and executed an extensive variety of life-style and in-studio photo shoots for digital and print marketing purposes.
- Responsible for site-wide web maintenance (front- and back-end) including coding and graphics for daily updates and content creation.
- Directed the Graphic Design Department's creation and production of digital daily banners, social media graphics, campaign creative, print materials and in-store signs/displays as well as video and digital assets.

### ONLINE CREATIVE DESIGNER | UNCG Online

*University of North Carolina Greensboro, Greensboro, NC / 2017 - 2020*

- Designed traditional and digital marketing and communication materials for UNCG Online, as well as for UNCG Online umbrella campaign and program-specific campaigns.
- Designed, created and produced print collateral for Undergraduate Admissions ensuring compliance with university brand standards.
- Self-sufficient and motivated to work individually but also as part of a team that includes writers, other multimedia professionals, academics, administrators, and on-campus constituents.

Social Media Marketing



Project Management



Critical Thinking/Problem Solving



Content Creation & Copywriting



Marketing & Branding



Video Editing



Team Leadership



## awards & honors

Enrollment Management Leadership  
UNC Greensboro, '05

Best Dramatic Short Film, 2015  
Native American Indian Film & Video  
Festival of the Southeast

Best Director, 2016 Crimson Screen  
Horror Film Festival

Best Horror Film, 2017 Cape Fear  
Independent Film Festival

Best Director, 2018 MystiCon  
Independent Film Festival

Best Feature Film, 2020 Crimson  
Screen Horror Film Festival

Best Feature Film Screenplay, 2020  
GenreBlast Film Festival

Best Feature Film/Audience Choice,  
2020 Wreak Havoc Horror Film Fest

## MULTIMEDIA DESIGN DIRECTOR | Academic Technology Services

*University of North Carolina Greensboro, Greensboro, NC / 2010 - 2017*

- Responsible for creating, enhancing and updating student marketing and communications materials for print, digital media and websites.
- Founding member of the Internet Oversight Committee, responsible for implementing and supporting university-wide web initiatives.

## WEBMASTER/MARKETING DESIGNER | Enrollment Services

*University of North Carolina Greensboro, Greensboro, NC / 2000 - 2010*

- Created extensive recruitment and student-service websites; designed print publications and marketing materials for multiple offices within Enrollment Services including Admissions, Financial Aid, Registrar, Student Academic Services and Student Success Services.
- Content Manager for Campus Pipeline, the first UNCG student portal.

## CHIEF DESIGNER

*Mad Ones Designs, (freelance), Greensboro, NC / 2000 - Present*

- Responsible for the creation of design materials (print and digital), as well as interactive accessible web sites for multiple clients to ensure quality and accuracy of brand standards.
- Clients include Jesse Knight Films; Greensboro Fringe Festival; Southeastern Theatre Conference; K2B2 Massage; The Center for New North Carolinians; Art By Suzy; bSides Triad; Parts Unknown Comics; The Malamondos; StumbleMuse Productions; DB's Dogs.
- Utilized copywriting, graphics layout, videography, data analytics and social media strategy to be achieve clients' desired goals.


## CREATIVE DIRECTOR | FOUNDER

*Mad Ones Films, Greensboro, NC / 2006 - Present*

- Writer, director and producer of multiple award-winning short and feature-length films which have achieved international broadcast distribution and screened at film festivals around the world.
- Wrote, directed and produced "Kill Giggles," an award-winning independent feature-length film being released with Hollywood studio distribution. Coordinated all aspects of every phase of production. Responsible for running multiple fundraising campaigns (including copywriting, art direction, creating graphic and video assets and promotion) which successfully raised the required budget.
- Demonstrates ability to efficiently direct multiple teams from different departments to synergize efforts under tight deadlines in creating something truly spectacular for each and every project.

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