

# Jason Maisano



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## About Me

Designer with 7 years experience turning briefs into brand-building work, from first concept through to final execution. I've led campaigns for Luxury Escapes, built design systems adopted by 3,500+ staff at Medibank, and delivered content reaching over 1M subscribers. I work fast, think in systems, and care deeply about the craft.

## Education

2013

### Bachelors In Communication Design

Swinburne University of Technology

2010 - 2012

### Diploma of Graphic Design

Swinburne University of Technology

## Key Skills



### Core Competencies:

Client engagement and customer service, Print & Digital Design, Marketing Collateral, Social Media Content Design, Brand Identity, Design Systems, Campaign Design, Typography & Layout, Brand Governance, EDM Design

## References

Professional referee details available upon request

## Experience

Nov2025 - Current

### Medibank - Creative Design Advisor

- Developed comprehensive brand books across distinct health brands (Medibank, ahm, Amplar Health), ensuring each maintained its own identity while aligning to overarching brand standards.
- Designed and implemented trackable Microsoft Word templates adopted across the business (3,500 staff), improving reporting accuracy and workflow efficiency.
- Increased team efficiency by building a centralised Figma asset library, reducing production time and ensuring design consistency across workflows.

Jun 2019 - Current

### Jase Creative Studio - Founder & Creative Director

Clients include, but not limited to:

- Designed and delivered Deakin University course guides across print and digital platforms, supporting international student recruitment (16,000+ enrolments), alongside national press placements (e.g., The Australian).
- The Powder Room: Developed social media content (reels/video) and product lines.
- Designed print assets for apparel and digital content for a personal trainer.
- Logo Designs, Hinterland Renovations, and Xander makeup artist.
- Developed the document layout for an AI company playbook, creating a professional, engaging design with the provided feedback.

Nov2022 - Oct 2025

### Luxury Escapes - Graphic Designer

- Lead designer on Dream magazine print/digital publication, enhancing visual storytelling and elevating brand perception. This reached over 500K digital subscribers.
- Delivered 20+ weekly national press print ads across major publications, contributing to campaigns reaching 700,000+ users (Herald Sun, The Age, Sunday Telegraph).
- Lead creative brief for the Luxury Escapes exclusive Signature Series Tours, crafting the guidelines and voice for the brand, including in-house imagery.
- Partnered with marketing teams, copywriters, and senior stakeholders for Tourism board campaigns that reached over 700,000+ views on Instagram.
- Implemented AI-assisted image editing (Photoshop Generative Fill) to optimise travel photography for digital campaigns, cutting production time and maintaining high visual standards across all assets.
- Led the art direction for Kogan Travel and White Label brands, producing high-volume weekly EDMs and marketing assets delivered to over 1M subscribers.
- Partnered with marketing teams on digital campaigns like Disney cruise launch and Citibank, to align with design requirements.

Nov 2017 - Mar 2018

### FWRD Agency - Digital Marketing Internship

- Conducted trend research for beauty brands and social content creation.
- Created visual content and photoshopped imagery for social media across brands.

Oct 2016 - Oct 2022

### Telstra - Visual Merchandise

- Created visually appealing stock walls and table displays, increasing customer interaction by 15% while maintaining brand standards.
- Updating fixtures and ensuring screens/technology were up to date within stores.