JJ RASKIN
SENIOR DESIGNER + ART DIRECTOR

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Senior Designer and Art Director with experience across boutique and global agencies, building brand systems and campaigns that carry from key art and OOH through social, packaging, and presentation design. Trusted to lead solo or contribute inside a creative team, with a consistent standard of craft.

SKILLS
Brand Identity & Systems • Art Direction • Logo Design • Key Art • OOH & Campaign Design • Packaging Design • Typography • Social Versioning • Animated Social Assets • Presentation & Pitch Decks

TOOLS
Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Figma • PowerPoint • Google Slides

PROFESSIONAL EXPERIENCE

BET (Paramount) | Art Director (2020–2026)

- Built a flexible key art template from a studio brand package for the BET Awards '24, designed around talent photography and rolled out across a nationwide OOH campaign anchored by a NYC subway takeover
- Versioned hundreds of key art layouts across OOH, social, and digital, and designed about a dozen original key art concepts from scratch
- Served as the team's most versatile designer and its go-to for high-stakes, last-minute work, covering cross-brand and one-off projects outside other designers' fixed assignments

HangarFour (DKC) | Designer (2017–2020)

- Designed the rebrand and relaunch of iconic Caboodles as part of a small design team, delivering product packaging, retail hangtags for Walmart, and merchandise
- Created digital advertising, web content, and social assets for the Barbie x Caboodles revival, produced in collaboration with Mattel
- Developed two to three new-business pitch decks per week, contributing to new client wins

Kikkerland | Packaging Designer (2016–2017)

- Designed packaging for the Kikkerland line, plus custom retail versions for Bed Bath & Beyond, Michaels, Anthropologie, Target, and Urban Outfitters

Martha & Marley Spoon | Graphic Designer (2015–2016)

- Lead designer for the U.S. launch, establishing the visual identity across packaging, labels, OOH, and social
- Redesigned the recipe card system to lead with photography, enlarging the hero image and building reusable templates for the front and the back's step-by-step grid; the design remains in use today
- Partnered with photographers, developers, and marketing; promoted to Designer of Global Marketing within four months

EDUCATION
School of Visual Arts, New York, NY
Continuing education in branding and graphic design, plus a typography course with legendary type designer Ed Benguiat