

JASON CASSEL

GRAPHIC DESIGNER & MARKETING DIRECTOR

I went from Marketing Analyst to Director in under three years at a 300+ employee global company without giving up the hands-on design and copy work most directors hand off. Behind that progression are fifteen-plus years of experience building brands from the pixel level up, now paired with GenAI that helps me move faster, explore further, and produce better work without cutting corners.

WATERTOWN, MA | 201-923-4698 | JCASSEL631@GMAIL.COM | JASONCASSELDDESIGN.COM

EXPERIENCE

HaystackID | Boston, MA

Director of Marketing | Mar 2026–Present

Senior Marketing Manager | Nov 2024–Mar 2026

Senior Marketing Analyst | Jul 2024–Nov 2024

Marketing Analyst | May 2023–Jul 2024

- **Lead design and marketing from idea through launch**, staying hands-on across campaigns, collateral, presentations, email, social, events, and sales enablement.
- **Turn complex subject matter into accessible creative**, translating legal technology, AI, cybersecurity, and eDiscovery into clear visual and written communications.
- **Integrate GenAI into workflows**, accelerating ideation, writing, research, and visual exploration without sacrificing quality.
- **Drive creative and marketing execution for major launches and industry-recognized offerings**, including Legalweek-recognized work across AI, eDiscovery, cybersecurity, and data governance.

VDC Research | Natick, MA | 2015–2023

Graphic & Web Design Specialist

- **Owned design across print, digital, web, and sales enablement**, creating research publications, marketing collateral, presentations, digital assets, and client-facing materials.
- **Managed and evolved VDC's digital presence**, maintaining the corporate website, intranet, and online channels while keeping content current, consistent, and on brand.

Travel Research Advisors | Boston, MA | 2009–2015

Digital Marketing Associate

SKILLS

Design & Creative

Brand identity, print and digital design, layout, presentations, typography, art direction

Content & Strategy

Campaign development, brand messaging, copywriting, editorial planning, content development

Production & Execution

Print production, digital assets, presentation production, quality control, multi-format delivery

Leadership & Collaboration

Creative direction, project ownership, team development, stakeholder alignment

TECHNOLOGY

Design & Production

InDesign, Photoshop, Illustrator, Acrobat Pro, After Effects, Dreamweaver, PowerPoint, Word

AI & Emerging Technology

ChatGPT, Claude, Copilot, Midjourney, Adobe Firefly

Marketing Platforms

HubSpot, WordPress, Salesforce, SharePoint

EDUCATION

B.A. Graphic Design

Curry College