

JRS⁸⁶ builds durable brands. Durability establishes confidence. Confident brands command the trust and undivided attention of their audience.

I'm a graphic and production artist living in Arizona. Born in Michigan in '86. Learned to listen more than speak, but makes himself heard when he needs to.

An avid hockey fan, I also enjoy gaming, long road trips, Swiss typography and minimalist/structured artwork, spending time with my family, and engineering my own Lego creations. I've also recently taken up a hobby in learning 3D modelling as an extension of my personal hobbies, creative aspirations, and abilities.

JONATHAN R. SCHUSTER
1777 W ORANGE GROVE RD—APT 1203
TUCSON, AZ 85704
906—203 6736

Jon Schuster

GRAPHIC & PRODUCTION ARTIST—Tucson, AZ, USA

Freelance Graphic Artist

GRAPHIC ARTIST—June 2005-Present—Tucson, AZ, USA

Design. Everything. Especially brands.

I love Adobe Illustrator, and I love working with brands. Typography, especially Swiss and grotesque styles, are an absolute lust. I thrive on verbose creative discussion with clients, but I also appreciate [...and generally hope to work with...] people who appreciate me for my professionalism, skills, experience, knowledge, and are willing to place their faith in me to allow me to commandeer a project. I know quite a bit about Photoshop, too. I got my start in that software in 2004; the original Adobe CS (or at the time, simply Photoshop 8).

I don't just enjoy the process of creating the logos and marks themselves; I love the whole experience, like taking a business owner through a variety of different creative projects that could help bring their own ambitions to fruition. Stationery and promotional items, custom dimensional signs, full vehicle wraps, generally any physical format that can project a business's identity or advertise their message, I'm fully capable of using past experience and thorough research in new ideas to best form a complete visual strategy and finished project. I commit myself 100% to every person I speak with, and do my best to learn what I can about them and their ambitions so that I can help turn their investments and efforts into profit.

I like to create. I create robust brands. I create artwork for those who are looking for artwork to enjoy. I create readable and memorable visual experiences for those who appreciate a well-thought design, an inspiring color palette, a uniquely-placed nugget of savory candy, drawing your eyes to it like a 5-year-old child's hands to a basket of treats on Halloween.

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NOTABLE SOFTWARE SKILLS

Photoshop
Illustrator
InDesign
Microsoft Office



ALSO EXPERIENCED WITH

CorelDraw, Gerber GSuite, 3DS Max, Zmodeler3, Blender3D, sign fabrication, vehicle vinyl, product packaging, HTML5, CSS3, JS, responsive web

PROFESSIONAL REFERENCES

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✉ clintoncoe3@gmail.com

Kim Ryan

MARKETING ANALYST

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✉ kimaryan2022@gmail.com

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in /jonschuster
🌐 jrs86.com
✉ hi@jrs86.com

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GRAPHIC & PRODUCTION ARTIST—Tucson, AZ, USA

NOVA Home Loans

GRAPHIC & PRODUCTION ARTIST—Feb 2021-Sep 2022—Tucson, AZ, USA

I was commonly tasked with redesigning and restrategizing many existing NOVA loan officer team brands, while also studiously working on NOVA's branding as a whole in the background. I accomplished not only instating a number of alterations to the corporate branding that helped bring consistency to its design, but also spent a large portion of additional time both at and away from the office, further developing NOVA's brand presentation. This included devising a system with which a team's logo could be incorporated with NOVA's branding in a consistent manner, both in a visual and mathematical sense. I was also responsible for reconfiguring the entire storage convention with which all graphic designers and video production designers would adopt and utilize for naming files, as well as how and where they would be stored. This helped bring the entire team up-to-date with current best practices within the industry, along with shoring up utilization of collaborative features being introduced in the Adobe Creative Cloud suite of applications.

The consistency I helped established with the corporate branding can be seen in all of their assets being produced throughout 2022 and beyond, including a new website that was launched in mid-July, along with a revised logo, brand colors, font selections, and definitions with which all of these concepts could be applied to any given design or product. All work performed at NOVA not only had to conform to internal brand standards, but also with a multitude of state and federal laws and guidelines. Through my efforts, compliance issues arising from internal and external audits were significantly reduced.

As my confidence and experience with NOVA's brand grew, I was often tasked to work with external marketing teams regarding sponsorship/advertisement opportunities. An example of this would be a 3-month-long working project between NOVA and the WNBA's Phoenix Mercury women's basketball team, in which I was solely responsible for strategizing, drafting, and designing a comprehensive package of assets that included digital device advertisements, in-arena large format digital signage, targeted social media ads, and a mobile-friendly lead generation landing page that promoted both NOVA's current product campaign, as well as the basketball team's championship aspirations.

General daily tasks included working directly with loan officers and Realtors to create marketing assets—both digital and physical—for sponsorship events, mailed marketing, social media post and profile graphics, video overlays and backgrounds, and branded promotional items.

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GRAPHIC & PRODUCTION ARTIST—Tucson, AZ, USA

Kachina Sign Center

GRAPHIC & PRODUCTION ARTIST—Feb 2019-Mar 2020—Tucson, AZ, USA

I was responsible for planning the day's production based on the client orders we took on a daily basis. Some jobs involved 2-3 hours of planning, design, and production, while many jobs required days, if not weeks, of time to complete. I was very focused on using Adobe Illustrator and Photoshop to conceptualize and mockup proofs for customers, deliver the proofs to them, and discuss all strategies, ideas, and changes with them in person, over the phone, and via email. Often I met with a client on-site to survey the location and interview the client on their intentions and ideas. Clientele that I had worked with over this period of time ranged from small, individually-owned local businesses, to large corporate and local government entities.

Working at a small sign shop of only 2 men (myself and one other), it was essential that I be able to understand and operate all equipment in the shop, including a 64" large format eco-solvent printer, an equally-sized cold laminator, multiple vinyl plotting and electro-foiling machines, a flatbed 4'x8' router, and many various power tools. Having previous experience as both a professional and hobbyist, I was able to adapt my experience in the printing industry, vinyl applications, and as a CNC machinist [throughout high school and college]. On top of the daily fabrication of various custom dimensional signs, mountings, and other various custom large-format solutions, I was heavily involved in large sign installations that require more than one man, as well as wrapping and decaling vehicles, both of the consumer and commercial sectors. Maintenance of the shop's machinery was also an important duty that I would carry out on a scheduled basis, such as routine cleaning of the printing, plotting, and laminating equipment, as well as routine cleaning of the printing and vinyl application areas.

The final duty that I had working here, was more of a clerical side of the business. On a day-to-day basis, I handled all initial project estimations, as part of the client survey process and production planning. Some of these tasks included contacting fabrication and material supply companies for material prices and availability, researching hardware and tool costs to be factored into an estimation, and discussing with my teammate the site location (as he was most often responsible for this) and installation procedures. He would advise me on all hardware needed, travel time and expenses, etc., which I would have to factor into the estimation using our company's pricing structure. Finally, I would have to keep [on average] a monthly watch on material and hardware pricing, so that I could update our own estimation software with the updated materials and pricing, which would in turn be used in the pricing process.

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GRAPHIC & PRODUCTION ARTIST—Tucson, AZ, USA

Flourseco Services, an Everbrite Company

VINYL APPLICATIONS SPECIALIST—Sep 2017-Feb 2018—Tucson, AZ, USA

My primary responsibilities were to work within my department to hand-apply and machine-apply vinyl graphics and safety materials to fabricated signage for both small and large companies, as well as for organizations such as the cities of Tucson and Phoenix. Projects varied in size and technical requirements, ranging from simple parking lot signs, to large signs that stood over 20-feet in height and required electrical lighting and extended in-house fabrication. Cleaning and preparation of substrates, premasking, weeding and trimming of vinyl were all common daily tasks.

While most of my daily workload kept me at bay within my department, I often found myself helping out in other departments and learning new skills, as well as helping other areas of the company keep up with deadlines in more critical areas. This often involved assisting the electricians in setting up lighting systems for signs, completely preparatory work such as pre-wiring LED lights together, or assisting in the fabrication of the actual signs themselves. Tasks like these often brought me to the paint shop to help the painters mask off large signs and letter forms, as well as the final packaging of the signs themselves to prepare them for shipment.

National Office Products & Printing, Inc.

GRAPHIC ARTIST—Jun 2012-Sep 2017—Sault Sainte Marie, MI, USA

I handled the majority of the design workload at NOPP. This varied from creating and refreshing brands, working closely with regional healthcare systems to develop paper and digital forms, and designing event materials for local organizations. Projects ranged in size from business cards and small promotional products to highway billboards and ice rink surfaces, and were spread across a wide range of mediums, including paper products, adhesive vinyls, hand-tooled wooden signs, and occasionally graphics for the web.

Most of my work involved creating and prepping art for 4-color process and spot-color printing. Larger projects were generally outsourced for production when they exceeded our equipment's capacity, while smaller ones were often produced using our extensive business copy center and in-house press equipment.

More often than not, I worked with customers directly, handling everything from initial concepts and proofing, to final artwork detailing and production. Project estimation and pricing were generally handled by my manager, though there were times when I was called upon to assist with those tasks.

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GRAPHIC & PRODUCTION ARTIST—Tucson, AZ, USA

WORK SAMPLES



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