

Jason H. Rosenberg
Art Direction / Design

Experience:

Designing for 10 years. Started as an intern at a magazine. Worked as art director at a record label for 3 years, then got offered a job to do different stuff like packaging at Jim Dunlop Manufacturing, but had to commute so I began freelancing. I worked for clients like Williams-Sonoma, Gumus Advertising, Eleven Inc, and Levi Strauss.

I'm a Design Director at CBX in New York City.

Awards and published work:

You can see a cover story on my packaging for Old Navy here:

http://redalrtvisuals.com/Packaging_Digest.pdf

Story in the New York Times featuring my store design for Duane Reade:

<http://www.nytimes.com/2011/01/14/business/14beer.html>

Interview with me here about my creative process:

<http://dieline.typepad.com/blog/2007/11/interview-old-n.html#more>

Full page feature *Graphic Design USA's People to Watch 2008*:

http://www.gdusa.com/issue_2008/01_jan/feature/p43.php

Feature on my packaging from *Brand Packaging Magazine*:

http://redalrtvisuals.com/BP_208_OldNavy.pdf

Feature on my packaging from *How Magazine*:

<http://www.redalrtvisuals.com/OldNavyPackaging.pdf>

Rockport's new book: *Packaging Workbook: The Art & Science of Successful Packaging*:

http://redalrtvisuals.com/Package_Design_Workbook.pdf

Feature on my packaging from *Step Inside Design Magazine*:

<http://www.stepinsidedesign.com/STEP/Article/28812/0/page/2>

Two of my posters were awarded in *Print magazine's Regional Design Annual 2000*. Two of my hand-screened posters are featured in *One-Color Graphics: The Power of Contrast from Rockport*.