

jason samadhi

holistic creative direction innovator, digital marketing strategist & purpose-driven web designer

As a creative direction innovator, holistic digital brand strategist, and purpose-driven web designer with over 25 years of experience, I specialize in crafting heart-centered digital solutions that seamlessly blend creativity and technical expertise.

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professional experience

creative director & sr. web designer

jason samadhi, heart-centered creator 1998-present (freelance)

Crafting an online presence that reflects your commitment to purpose and attracts a loyal audience is my passion. I go beyond aesthetics to create a digital landscape that resonates deeply with your values.

- Strategic marketing and digital solutions alignment with client missions and values.
- Crafting compelling online presence emphasizing purpose and loyalty.
- Collaborating with conscious businesses for impactful digital experiences.
- Designing the complete brand system and visual identity, establishing a consistent look and feel across all marketing collateral, including the responsive website.
- Designing and building Wordpress websites featuring membership, e-commerce, and CRM.
- Creating SEO content for website, social media, and YouTube videos.

sr. web designer

the kkis project 2020-2022, playa del carmen, quintana roo, mx (freelance contributor)

As a Senior Web Designer at *The KKIS Project (Keeping Kids in School)*, a non-profit organization dedicated to improving high school and university graduation rates in Mexico, I took a holistic and heart-centered approach to redesigning the digital platform for scalability and long-term growth.

- Rethought UX and brand strategy for scalability and growth.
- Managed WordPress site security, performance, and CRM integration.
- Created engaging email campaigns and automation for effective communication.

sr. web designer

sharpSpring ads 2019-2022, gainesville, florida, us (contract)

As a Senior Web Designer at *SharpSpring Ads (formerly Perfect Audience)*, part of the *Constant Contact* family, I brought a holistic and heart-centered approach to the website redesign project.

- Collaborated with the *SharpSpring Ads* team to understand their brand identity and vision, ensuring that the website redesign aligned seamlessly with the *SharpSpring* brand.
- Utilized *OptimizePress* to design and build sales marketing funnels and landing pages that not only met technical standards but also resonated with the target audience.
- Contributed to a 2nd design refresh of the website, enhancing its visual appeal and user experience to create a digital platform that reflects *SharpSpring's* commitment to innovation and excellence.
- Collaborated closely with the *SharpSpring* team to ensure that website designs and landing pages reflected the essence of the *SharpSpring* brand.
- Leveraged my expertise in web design and development to enhance the visual appeal and functionality of *SharpSpring's* digital presence, contributing to brand consistency.

sr. web designer & creative director

the minione® system 2014-2019, san diego, california, us (contract)

As a Senior Web Designer and Creative Director at *MiniOne® Systems*, I played a pivotal role in crafting a holistic brand experience and driving digital innovation for *MiniOne® Systems*.

- Led the design of the complete brand system and visual identity.
- Directed a multidisciplinary team of designers, photographers, developers, and writers.
- Spearheaded the design and development of our WordPress e-commerce website, prioritizing brand consistency, product showcase, and SEO for enhanced user experience.
- Conceptualized and executed landing pages, social media campaigns & other collateral.
- Contributed to establishing *MiniOne® Systems* as a leader in accessible molecular biology education, driving brand recognition.

education

university of oregon

Earned credits toward a Digital Arts, BFA
1998 - 2000 | Eugene, Oregon

portland state university

Graphic Design
1997-1998 | Portland, Oregon

philanthropic contributions

samadhi breath

As founder and certified *SOMA Breath®* instructor, I offer accessible in-person and online breathwork sessions, fostering holistic wellness and mindfulness. Through occasional donation-based classes, I've aimed to support mental, emotional, and physical well-being, contributing to a community of healing.

the kkis project

While my services were provided at a significantly discounted rate, I was deeply committed to leveraging my skills and experience to drive meaningful impact and empower young minds. Together, we worked on digital campaigns, website enhancements, and fundraising initiatives, aligning our efforts to support their mission of enhancing educational opportunities for students.

the shanti project

Dedicated myself to volunteering with *The Shanti Project*. This invaluable experience allowed me to contribute to the community by providing compassionate support and services to individuals facing life-threatening illnesses. I engaged in various roles, from client support to fundraising initiatives, fostering a sense of empathy and resilience in the face of adversity.

starbucks

Spearheaded a successful marketing campaign for the regional flagship store, designing captivating coffee bag labels and music CD packages for participation in a regional coffee blend-off.