

JON WAGNER

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Professional Summary

A creative design professional with over 20 years of knowledge and experience in the digital art arena Helping enhance brand aesthetic and product success within the apparel, footwear, and packaging design industries. A visionary self-starter with natural leadership and team building talents. Design and implementation of innovative design strategies and solutions. Adaptable and quick to learn, with an ability to deliver exceptional results

Core Competencies

- Artistic, Leadership
- Brand Strategy, Creative Direction
- Graphic Design, Packaging Design
- Trend Analysis, Market Forecasting
- Vendor Coordination, Timeline Management
- Adobe Creative Suite, Knowledge of 3D and A.I.
- Knowledge of Photography, Videography, Video Editing
- Freehand Drawing, Painting, Sculpting

JONAH LLC | San Diego, CA

Freelance Creative Director

2000 – Present

- Provided creative direction and design solutions for multiple clients some including Taylormade, TPI, VA Composites, Sobe, The Rough House, VANS, ONE industries, Volcom, Burton, DC Shoes, Osiris, Adio Footwear, Joybees, Planet Earth clothing, Side Out, Chris Borst surfboards, Steve Boysen, Back Yard Boards, Smooth SUP, Rogue SUP, Elysian Valley CBD, NEAT botanical, Vapor Tip, Savage Terpenes, and Tylenol
- Designed trade show booth collateral for multiple customers including tents, table coverings, and flags
- Rapid prototype capabilities utilizing Cricut cut software, Laser engraving, and Creality 3D printing

Bettinardi Golf | Chicago, IL - Remote

Sr. Graphic Designer

2017 – 2025

- Graphic design and development of collectible golf products including, putters, wedges, club covers, apparel, head wear, towels, wallets, scorecard holders, ball marks, divot tools, and putting cups
- Helped maintain fresh brand identity seasonally through creation of new icons, themes, and patterns
- A focus on improving golf bag design and development with vendors like James Stuart and Vessel
- Conceptualization and design of corporate brand ID, materials, color palettes, and applications
- Designed licensed product and accessories with Hasbro, NERF, Transformers, G.I. Joe, Guinness, Miller Lite, Alter Brewing Co., Double Bubble, Horween Leather, Michael Jordan, Matt Fitzpatrick, Field Day, Greyson, Rawlings, NFL, MLB, Torrey Pines, and The Masters

Titleist / Scotty Cameron Putters | San Diego, CA

Art Director / Graphic Design Lead

2008 – 2017

- Design and development of luxury golf merchandise for the Scotty Cameron brand, including the Studio Store, Custom Shop, and flagship galleries located in Tokyo and California
- Provided creative design solutions and strategies as a team lead
- Created graphics for a wide variety of seasonal themed products some including putters, club covers, grips, apparel, head wear, bags, and accessories
- Corporate stationary package design including, business cards, envelopes, letter head, and boxes
- Co-branded products with George Lopez, Clint Eastwood, Rob Machado, Rory Mcilroy, Ricky Fowler, G/FOR, DAO Winery, Casa Amigos, and The Masters

PONY Footwear | San Diego, CA

Senior Footwear Designer

2006 – 2008

- Designed and managed a seasonal collection of lifestyle footwear for men and women
- Implemented design trends based on research of color, material, and graphic palettes
- Prepared tech packs, and made revisions to pull overs, and tooling drawings
- Designed co-branded footwear projects with NEFF, Spud Webb, Daryl Dawkins, Rick Ross, Yahoo
- Worked with major sales accounts, including Footlocker, East Bay, Zumiez, and Kohl's
- Worked with the sales team to produce stationary, catalogs, POP displays, and client presentations

Option B / Thread Designs | San Diego, CA

Graphic Designer

2003 – 2006

- Design and development of products for leading fashion and sports related brands, including Titleist, Scotty Cameron, Callaway, Taylormade, Cleveland Golf, Tour Edge, Vineyard Vines, Quiksilver, Billabong, REEF, Volcom, Miller Lite, NFL, MLB
- Designed branded apparel lines for private schools
- Produced graphic tech packs and communicated design direction to factories and vendors
- Gained in-depth knowledge of the textile, screen printing, and embroidery manufacturing processes

Swellology | San Diego, CA

Graphic Designer / Photography / Videography

2001 – 2003

- Responsible for graphic design assets, including magazine ads, web design assets, banners, brochures, and stationery
- Produced photography and video content
- Designed stickers, apparel, and head wear for marketing
- Accurately reported ocean and weather conditions



Art Institute Of California - San Diego
Bachelors Degree of Digital Art