

Profile

Phoenix-based acrylic painter, creative director and design educator with experience across independent studio practice, national event brands and higher education. My paintings combine detailed animal realism with graphic pattern and contrast. I also create visual identities and campaigns, and help emerging designers develop their craft through critique, client projects and portfolio mentoring.

Experience

Grand Canyon University

Digital Design & Advertising Faculty | May 2019-present

Adjunct Professor, August 2025-present. Full-time Instructor, May 2019-August 2025.

- Teach advertising, graphic design, typography, creative processes, web and interface design, and portfolio development.
- Develop curriculum, assignments and assessment criteria; contribute as a subject matter expert and peer reviewer to multiple degree programs.
- Led The Grand Collective album-cover brief, guiding students from research and concepts to critique and client presentation.
- Mentored adjunct instructors from 2020-2025 and supported student creative organizations and faculty committees.

Jared Trask Design & Marketing

Owner / Creative Director | July 2013-present

- Direct brand identity, advertising, web, email, social and print projects from discovery through production.
- Serve clients across tourism, real estate, events, health and wellness, and the arts.
- Produced 10-30 property email campaigns per week for Homesearch.com, alongside digital banners and print materials.

CoolEvents

Director of Brand Development & Operations | July 2016-December 2018

- As Director of Brand Development at CoolEvents, I led the visual direction of seven brands, from initial concepts through visual development and design execution. The brands were Foam Glow, Blacklight Run, Blacklight Slide, Blacklight Wars, Terrain Race, Bubble Run and Ignite Hope.
- Led a cross-functional creative team and directed campaigns across web, email, social and print.

Earlier experience

Professional and academic roles

- Multimedia Marketing Manager, Visit Rapid City
- Social Media Manager, Village Health Clubs & Spas
- Graphic Designer, ATP Flight School
- Adjunct Professor, Tourism, National American University | 2009-2010

Education

MBA, Marketing

University of Phoenix | 2010

BS, Mass Communications - Commercial Arts

Black Hills State University | 2008

Selected clients and brands

Creative work across industries

Homesearch.com, Visit Rapid City, CBS Denver, CBS Boston, MedExpress, ATP Flight School, Shemer Art Center, Shannon Proffer Realty and The Jungle Box.

Selected art and teaching recognition

Rising in Phoenix | Juried group exhibition, Shemer Art Center | 2019

Shemer Arizona Arts Festival | Participating artist | 2018

Teaching Showcase Award | GCU Center for Innovation in Research and Teaching | 2022

Importance of Arts Education | Featured educator, GCU Blog | 2025

Expertise

Creative practice and education

Brand identity, art direction, campaign design, typography and layout, web and interface design, email design, acrylic painting and murals, curriculum development, studio critique and portfolio mentorship.

Tools and certification

Creative and digital tools

Adobe Illustrator, Photoshop, InDesign, Premiere Pro, Acrobat and Express; XD and Captivate; HTML, CSS and basic JavaScript; WordPress and Wix; Microsoft 365 and Google Workspace.

Social Media Marketing Professional Certification

Direct Marketing Association | 2011