

# Jason Mayfield-Martinez

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## Creative Director | Brand, Digital Experience & Web

Creative and digital experience leader for technology-focused organizations, combining brand strategy, design systems, UX, web architecture, visual storytelling, and infrastructure fluency.

Creative Director and multidisciplinary brand leader with 15+ years of experience building brand systems, digital experiences, and market-facing creative for technology-focused organizations. Combines strategic brand thinking with hands-on execution across design, photography, videography, UX, content architecture, and web development.

Known for translating complex technical offerings into clear, modern brand experiences that improve consistency, scalability, and market differentiation. Brings a rare mix of executive-level creative direction, polished visual execution, and technical fluency across CMS architecture, content systems, infrastructure, and AI-assisted workflows.

## Core Strengths

- Brand strategy, identity systems, and design governance
- Creative direction with hands-on execution
- Web design, UX/UI, and digital experience strategy
- WordPress architecture, ACF, custom post types, taxonomies, and modular page systems
- Content systems, information architecture, and SEO-informed content optimization
- Front-end development, CMS implementation, and production-ready deployment
- Linux-based hosting, LAMP environments, DNS, SSL/TLS, backups, and security-conscious site management
- AI-assisted workflow design for research, content planning, ideation, and production support
- Photography, videography, and visual storytelling
- Executive presentations and market-facing brand communications
- Cross-functional collaboration with executive, sales, marketing, engineering, and IT teams

## Professional Experience

### ANM (Advanced Network Management) | Creative Director

Albuquerque, NM | 2020–Present

Creative lead for brand, digital experience, and visual execution at a national technology solutions provider with \$400M+ in revenue.

- Lead brand, creative, and digital experience initiatives across web, campaigns, executive presentations, internal communications, and strategic marketing efforts.
- Directed the company website rebuild from concept through launch, creating a more scalable, UX-focused platform that improved content flexibility, reduced page-build friction by an estimated 45%, and contributed to an estimated 30% increase in organic session growth over 12 months.
- Re-architected content using custom post types, taxonomies, and modular page systems, strengthening SEO foundations and improving long-term content maintainability.
- Established design standards and brand governance across a distributed organization, contributing to an estimated 50% to 60% reduction in ad hoc design rework and a 50%+ increase in internal adoption of branded assets.
- Elevated the visual standard of the brand through high-end design, photography, videography, campaign support, and executive presentation development, including direct work with the CEO, CTO, and executive leadership.
- Designed AI-assisted workflows for brand system development, content planning, and production support using Claude, ChatGPT, Perplexity, Gemini, and Midjourney, reducing first-draft and exploration time by an estimated 20% to 30% and saving an estimated 20% to 25% across planning, drafting, and production support.
- Partner effectively with technical stakeholders in infrastructure, networking, and cybersecurity-adjacent environments, helping align creative execution with complex technical subject matter and high-visibility business priorities.

## **Daynger Interactive | Founder & Creative Director**

2006–2020

Founded and led a creative and web development agency delivering branding, design, digital, photography, and video services for clients across industries.

- Built brand systems, marketing assets, and digital experiences that helped clients present more professionally, differentiate more clearly, and compete more effectively.
- Designed, developed, rebuilt, launched, or managed 250+ websites across WordPress and custom web environments, with projects commonly reducing client update cycles by an estimated 40%.
- Produced original photography and video content that expanded client storytelling capabilities and contributed to stronger engagement across web and social channels, with estimated lifts of 25% to 35% on featured content.
- Managed Linux-based hosting environments, LAMP infrastructure, databases, DNS, SSL/TLS, backups, and security hardening, helping maintain uptime and reduce operational risk across client web properties.
- Led fast-moving creative production across concurrent client projects, often accelerating launch timelines by an estimated 20% while reducing the need for outside production support.
- Worked with professional athletes and sports organizations at a high level, including 5+ UFC fighters such as Michelle Waterson, across photography, videography, social media, and digital content production.

### **Selected Outcomes**

- Supported brand and digital systems for a national technology organization exceeding \$400M in annual revenue.
- Improved UX structure, content scalability, and search readiness through website modernization, with estimated 30% organic growth and 45% faster page production.
- Reduced execution gaps between brand strategy, content, design, development, infrastructure, and production workflows, enabling stronger delivery with fewer handoff bottlenecks.
- Delivered a rare combination of strategic leadership, premium visual execution, technical implementation, and systems thinking in a single role.

### **Honors & Distinctions**

- Silver distinction in an international photography competition, placing among 87,000+ entries.

### **Technical Toolkit**

Creative: Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, Premiere Pro, After Effects); professional photography and video production

Web: LAMP (Linux, Apache, MySQL, PHP), WordPress, Divi, ACF, CPT UI, HTML, CSS

AI & Workflow: Claude, ChatGPT, Perplexity, Gemini, Midjourney; AI-assisted brand system development, research synthesis, ideation, content workflows, and visual concepting

Infrastructure & Security: Linux server administration, Apache web server environments, database management, hosting, DNS, SSL/TLS, backup and monitoring practices, security-conscious deployment for marketing and application sites

Technical Environment: Comfortable collaborating in networking, infrastructure, and cybersecurity-adjacent environments

Strategy: Brand systems, UX strategy, SEO, content architecture, workflow optimization

### **Education**

University of New Mexico

Business Administration