

JEFFREY

Art Director + Graphic Designer

VISION

With extensive experience designing for small, medium and large businesses - my personal goal is to deliver dynamic visuals and innovative strategies for print and web delivery.

TECHNICAL SKILLS

Expert-level skills in Adobe Creative Cloud 2015 Programs: Photoshop, Illustrator, InDesign, Acrobat Professional and Microsoft Office. Eager to learn unfamiliar software.

EDUCATION

The Illinois Institute of Art - Schaumburg // Bachelor of Fine Arts in Visual Communications
September 2003 // Dean's List: Winter 2003, Spring 2003

EXPERIENCE

CAMPING WORLD & GOOD SAM, MARCUS LEMONIS LLC

Art Director // 2007 - 2009 // July 2013 - Present

Revitalizing and brainstorming monthly marketing campaigns featured in 120+ national retail locations for America's RV and Outdoor Store. Mentoring 3 additional designers, while providing insight for project challenges and concept execution. Complete rebranding of client acquisitions (fashion & beauty), from entrepreneur & CEO - Marcus Lemonis' CNBC reality TV show - **The Profit**.

JEFF COOK DESIGN - FREELANCE

Creative Director // October 2004 - Present

Conceptualizing ideas and producing full print campaigns, social media advertisements, website layouts and POP marketing materials for numerous companies across the United States. Clients include a wide array of nightclubs and restaurants, charity organizations, beauty salons, personal trainers, real estate and large-scale events/festivals attended by 3,000 to 200,000.

Festival Campaigns: Chicago PrideFest: 2013 - 2014 • Northalsted Market Days: 2013 - 2014

Matinée Las Vegas Festival: 2014 - 2016 • Matinée Pride New York: 2014 - 2016 • Matinée San Diego Festival: 2015 - 2016

HANDELAN-PEDERSEN DESIGN

Senior Graphic Designer & Account Manager // June 2010 - June 2013

Organized all incoming projects for newly-developed Android smartphone/tablet devices with a Motorola Mobility contractor. Successfully launched 50+ cellular/tablet device campaigns - which included consumer-facing packaging, in-store signage, employee apparel, multi-media advertisements and screen/icon recreation for global marketing and training purposes. Well-versed with brand guidelines for Android OS, AT&T, Google, Sprint, T-Mobile and Verizon.

BRIAN KEITH ADVERTISING

Graphic Designer // October 2003 - May 2007

Created successful and award-winning local print campaigns, sales center artwork, blueprint to floorplan recreation and direct mail pieces to drive traffic for nationwide real estate clients: D.R. Horton, Centex Homes, Lakewood Homes, Orleans Homebuilders and Town & Country Homes.