



JGRENDDESIGN

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Background

Creative Designer with over 20 years of experience as an independent consultant and creative team staff member. I have had exposure to all facets of marketing, branding, and advertising through my work at a range of companies, including a small start-up footwear company, large consumer companies, like BMW, Hershey, and Sony, and B2B companies like Element Fleet Management and Cardinal Health. I have contributed to the success of many advertising campaigns, brand launches, and marketing projects.

Learning

Bachelor of Fine Arts in Communication Design, Kutztown University, Kutztown, PA, 1994

Proficiency

Extensive experience using Design programs, including; Adobe Creative Cloud Suite; InDesign, Illustrator, Photoshop, Acrobat XI Pro, Keynote, PowerPoint, and CADTools for AI, Sketch-up; Eloqua email marketing software and Cvent, Event software. iMovie and basic audio, video editing tools. Traditional hand drawing and sketching skills. Well-versed in Mac programs and platform

Details

Freelance Designer | 2016 - Present

Working with clients providing creative solutions to their advertising and marketing needs.

Element Fleet Management (previously PHH Arval) | 2011 - 2016

(Designer)

Worked on the marketing & communications team to create collateral and marketing materials for product and service offerings for Element Fleet vertical business unit.

- Worked with our new parent company to integrate the previous brand (PHH Arval) with Element's brand. Transitioned all collateral to new style templates, created new templates for email communications, collateral and presentations. Assisted in creating awareness of new brand through an internal launch event along with an annual event for clients. Created new signage for the offices and updated existing graphics to reflect new brand.
- Developed creative direction for multiple Fleet-centric events. Designed all event materials, including brochures, invitations, website, signage, digital visuals, and presentation needs.
- Designed Environmental Graphics for our Element-Arval Global Alliance. Created signage, including a global map panel and elevator door graphics, to communicate our global footprint and create awareness. Worked with building facilities and outside vendor to coordinate completion of signage project.

Contract Designer (Various) | 2007 - 2012

Contracted with design firms and businesses to provide creative marketing and design solutions.

Azimuth Systems

Worked along with Senior Marketing leadership to create various marketing collateral.

- Designed Azimuth visual system, graphics, website and event support.

Tecore

Worked with Vice President of Marketing to create various marketing collateral.

- Designed Tecore's Trade Show Booth and related iPad product information graphics.

Metrico Wireless

Collaborated with the Senior Marketing Manager to create branded materials.

- Created and visualized processes and illustrated methodology for mobile device testing.
- Designed and created product data sheets, device case studies, along with designing their app icon for their mobile device testing app.

Access Communications

Designed projects for Fortune 500 pharmaceutical and healthcare companies, including Pfizer, Bristol Myers Squibb and Bausch & Lomb.

- Developed medical education support communications and follow-up collateral.
- Pharmaceutical marketing and advertising campaigns including launch kits, email invites, brochures, ads and packaging.

Oblique Design | 2004 - 2010

(Freelance Designer)

Collaborated with Creative Director/Owner on several key client projects:

BMW - Concept brainstorming on print campaigns, including direct mail marketing, advertising, brochures, and catalog creation. BMW/Mini website concept design for wireless technologies; produced user interface based on brand guidelines.

SolidWorks - Designed and created annual conference marketing materials including conference program, show signage, email invites, schedules and agenda guides.

Cardinal Health | 2001 - 2004

(Freelance Designer) hired as Senior Multimedia Designer 2002

Worked on creative design projects for Cardinal Health brands, technologies and different business units.

- Worked within brand to develop print communications for various business units.
- Implemented medical education symposium support materials for pharmaceutical brands and physician speaker sessions.
- Created storyboards and produced a video introduction overview to communicate the service offerings of the pharmaceutical technology division during a multi-location, company-wide Road-Show.

Harrington Group | 1998 - 2001, 2004 - 2007 (Freelance Designer)

Contributed to creative concepts for consumer marketing and advertising projects:

HBO - Direct mail marketing focused on first rate releases and original drama series (e.g. The Sopranos and Deadwood).

SONY - Print advertising, marketing and packaging for Sony's consumer electronics (e.g. WEGA Televisions and Optical Express CD Burner).

Leopard Communications | 1997 - 1998 (Senior Designer)

Worked with a myriad of technology and B2B companies:

IBM - Created print brochures for various business units, both domestic and international. Art directed multiple photo shoots and oversaw junior designers.

Cadis - Designed "Component Solutions" marketing kit, including housing folder, brochures and sales sheets collateral.

- Received the Denver Art Directors Club award for my work on IBM.

Sharp Graphics | 1994 - 1996 (Production Designer)

Graphic design for diverse print projects and clients, including traditional film mechanicals along with digital production of pre-press files.

AT&T - Designed brochure for Global Communications, utilizing extensive Photoshop retouching and digital creation for cover and interior art.

Convatec - Created custom digital illustrations and visuals for use in a global business unit's quarterly newsletter.

Outside of work

Time with my wife and son, family and friends, art, technology, watersports, bike, travel, kayak, tennis, pickleball, golf, swim, DIY projects, watercolors, movies, and live life.

Online Portfolio

www.jgrendesign.com