

Jeff Hurst

Designer

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Education

Ball State University
Muncie, IN
May 2012 with BS
Journalism, Advertising

References provided
upon request

Skills

Visual Design
Web Design
Branding
Copywriting
Photography
Typography
UX/UI Design
Illustration
Copy Editing
Photo Editing

Experience

Graphic Designer

Elevate IMS Lansing, NY August 2022 - Present

Responsible for daily production of e-mail and print designs.
Created new promotional materials for Greek events and trade shows.
Maintained consistent branding and messaging for clients.
Updated client and internal websites as needed.

Graphic Designer

University Club of Chicago Chicago, IL Oct 2021 - Dec 2021

Supported the communications team with a new social media strategy.
Built weekly e-newsletters delivered to Club members and employees.
Photographed Club events for documentation and future asset creation.
Produced video clips of Club events to encourage higher attendance.

Graphic Designer, Head of Brand Development

Lights On Creative Chicago, IL Sept 2020 - Sept 2021

Established and maintained consistent visual identity for clients.
Strengthened branding efforts with style guides, logos, e-mail and web design.
Executed print production from concept to completion.
Advised team members on design process and proofs.

Graphic Designer

Dominion Dealer Solutions Indianapolis, IN Nov 2012 - Nov 2019

Developed over 100 monthly e-mail marketing campaigns.
Designed company style guides for every automotive brand.
Introduced social media design concepts for auto dealerships.
Engaged in test groups to offer clients new design services.

Tools

Photoshop	● ● ● ● ●	InDesign	● ● ● ● ●
Illustrator	● ● ● ● ●	Adobe Xd	● ● ● ● ●
Dreamweaver	● ● ● ● ●	MS Office	● ● ● ● ●
Procreate	● ● ● ● ●	HTML & CSS	● ● ● ● ●