

Jackie Gregory

Graphic Artist

CONTACT

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SOFTWARE SKILLS

- InDesign
- Photoshop
- Illustrator
- Acrobat Pro
- Dreamweaver
- Powerpoint

AREAS OF STRENGTH

- Design & Production for Print
- Design & Production for Web
- Digital Illustration
- Education/Training

I am an energetic, self-directed professional with proven expertise as a graphic designer, art director, and project manager in a variety of commercial environments. As a college instructor I stay current with technology including hardware, software and instructional methodology. I'm technically proficient and resourceful, with a talent for adapting quickly to changing business environments, priorities, and technologies. I leverage my understanding of art and design to successfully communicate content, meaning and purpose.

EXPERIENCE

Graphic Designer; FasTrax Solutions/SC Choice Management, Rock Hill, NY, 02/2017–Present

Serve as an instrumental part of an in-house design team. Oversee projects for multiple companies in a fast-paced environment while ensuring accuracy and meeting tight deadlines. Design advertisements for magazines, signage, social media and eBlast campaigns. Layout catalogs, brochures and flyers. Direct product photography. Provide overall design as well as graphic assets to in-house web development team. Create banners and digital signage for trade show booths.

KEY HIGHLIGHTS

- Mastered proprietary software (AdPro) to create digital signage templates for clients who have purchased the FasTrax POS and signage systems.
- Mentor younger designers by encouraging their professional growth

Adjunct Instructor; Marist College, Poughkeepsie, NY, 2007–Present

Combine leadership and extensive design expertise to educate and engage students in courses including *Digital Layout & Design*, *Graphic Design 1 & 2*, *Typography* and *Intro to Digital Media*. Create informative, interactive curriculum, using lectures, demonstrations, and hands-on activities to provide students with comprehensive experience in graphic design and digital production. Guide students in the understanding and use of best practices to create high-quality graphic design products.

KEY HIGHLIGHTS

- Improved the progression of graphic design courses for art students by collaborating with the Department Chair and other instructors to clarify prerequisites.
- Developed a new course, *Typography*, which was added to the Department's curriculum as of spring, 2014.

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Freelance Graphic Artist; DBA Venus 9 Design, 2002–Present

Work closely with a variety of clients to determine branding and advertising needs and then create the appropriate solutions. Design and execute digital mechanicals for print products such as stationery, brochures, catalogs, ads, and signage. Source and negotiate pricing with vendors to maximize cost savings while ensuring top quality for each project. Create layouts for websites and web-based applications in collaboration with various Creative Directors. Provide layered Photoshop files and art direction to website builders.

Art Director; Purple Crayons Interactive/Dynax Solutions, New York, NY, 2000–2002

Blended creativity and technology to design and develop print/web-based solutions to raise brand awareness and sales for clients ranging from start-ups to Fortune 500 companies. Managed each project from concept through completion ensuring quality, consistency, and brand alignment. Collaborated with a team of designers, producers, and copywriters to design the look and feel of web-based applications.

ADDITIONAL EXPERIENCE

Freelance Graphic Artist/Liaison International, Poughkeepsie, NY
Guest Art Director/*Hudson Valley Parent magazine*, Newburgh, NY
Graphic Artist/Web Designer, Bear Brook Design, Chester, NY
Graphic Artist/Web Designer, A. J. Ross Creative Media, Monroe, NY
Senior Design Technician, Golden Books Family Entertainment, New York, NY
Graphic Artist, Cabletelevision Advertising Bureau, New York, NY

EDUCATION

MA studies, concentration in Studio Art – Computer Graphics/Photography
GPA: 4.0
Marywood College, Scranton, PA

BA, concentration in Studio Art - Graphic Design, Magna Cum Laude
GPA: 3.7
Montclair University, Upper Montclair, NJ

HONORS

- Published in *Postcard Graphics*, by Rockport Publishers
- Works published in *Photoshop Creative Techniques*, by Hayden Books
- Published in *Computer Graphics 2, More of the Best Computer Art and Design*, by Rockport Publishers