

Jackie Gregory

Graphic Artist
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[LinkedIn](#) • Wawarsing, New York

Established graphic design professional with over 20 years of experience within fast-paced, deadline-driven environments. A dynamic leader with a proven track record of motivating and managing team members to meet deadlines while guaranteeing quality, consistency, and brand alignment. Expert knowledge in blending creativity and technology to design and develop print and online solutions to raise brand awareness and increase sales for clients ranging from startups to Fortune 500 companies. Highly skilled in managing workflows, allocating resources, and liaising with clients to guarantee client satisfaction while collaborating with cross-functional teams to relay clear and concise information. Proven success in adhering to guidelines and producing work that yields positive returns with strong proficiency in Adobe InDesign, Illustrator, Photoshop, and Acrobat Pro.

Areas of Expertise

- ◆ Graphic Design
- ◆ Advertising & Branding
- ◆ Production & Quality Control
- ◆ Team/Project Management
- ◆ Training & Lecturing
- ◆ Print & Digital Media

Professional Experience

DBA [Venus g Design, NY](#)
Graphic Artist

2002 – Present

Create strategic solutions by collaborating with clients to determine branding and advertising needs. Source vendors and negotiate pricing to maximize cost savings while safeguarding high-quality standards for all projects. Expert in producing long documents such as booklets and catalogs.

- Create projects for print such as brochures, catalogs, postcards, advertisements, and signage.
- Design banners, and content for social media and websites.

Marist College, NY
Graphic Design Instructor

2007 – Present

Educate and engage with students in Digital Layout and Design courses, Graphic Design, Typography, and Introduction to Digital Media by leveraging combined leadership and extensive design expertise. Produce informative and interactive lectures and demonstrations while utilizing iLearn online platform, Zoom/WebEx, and hands-on activities to provide students with comprehensive experience in graphic design and digital production. Guide students to understand and use best practices to create high-quality graphic design products.

- Improved development and quality of graphic design courses for art students by collaborating with the Department Chair and other instructors to clarify prerequisites.
- Initiated a new course for the department's curriculum by developing the first Typography course.
- Recognized for making graphic design the most popular major and minor in the overall program by inspiring students and demonstrating broad knowledge of its application in real-world examples.

TSK Services, LLC, PA
Graphic Designer

2023 – 2024

Ensured custom artwork met the standards required to create high-quality custom apparel and accessories. Transformed stock images, edited client-provided images, or created original designs. Designed templates to be uploaded to the TSK website. Mentored Customer Experience team members in the basics of graphic design. Organized and prioritized all creative projects as assigned.

- Provided design consultation to customers via Google Meets meetings scheduled through the TSK website.
- Worked with the Customer Experience team to enhance their knowledge of artwork requirements, improving customer service.
- Created seasonal banners and additional design elements for the TSK website.

Bethel Woods Center for the Arts, NY Graphic Designer

2022 – 2023

Responsible for designing and producing all the organization's graphic representations while maintaining the overall brand. Using my strong graphic design expertise, I created materials that delivered an elevated and engaging brand image, improving overall results for the organization.

- Organized and prioritized all creative projects as assigned.
- Developed creative and communication materials for all campaigns.
- Created designs for marketing/sales collateral (brochures, banners, billboards, digital PDFs, ads, etc.)
- Managed development and distribution of print, digital, social, and website marketing materials.
- Edited marketing video content.

LS Direct Marketing, NY Production Graphic Artist

2021 – 2022

Worked as part of a creative and detail-oriented graphic arts and production team. Collaborated with sales and data analysis departments to arrive at the best possible use of data for direct mail. Responsible for project management and production of seasonal catalogs for a large furniture manufacturer. Worked with print products tagged for variable data. Gained experience in prepress requirements for the latest inkjet-web printing presses.

- Documented best practices for working with the company's proprietary software.
- Worked with internal developers to create a system for tracking and archiving the 100+ iterations of furniture catalogs for regional licensees.

Omega Institute for Holistic Studies Inc., NY Design Studio Manager

2019 – 2020

Oversaw Omega's visual brand across all mediums such as digital and print at conferences /events by managing the full creative cycle of design tasks from briefing through completion ensuring accurate execution. Supervised Junior Graphic Designer throughout production to ensure delivery of tasks on time and within the project scope. Reviewed and compiled creative briefs, consolidated project needs, and assigned designers as needed to manage output and meet strict deadlines. Directed workflow and project management processes to safeguard a smooth and efficient project lifecycle.

- Created digital assets for the Omega website and online learning platform.
- Created ads/promotions for digital publications and social media platforms.
- Implemented three organizational project flow systems for the Media Design department to streamline performance.
- Designed marketing packages for Omega's high-profile faculty and programs including the popular bi-annual "Women and Power" event featuring famous speakers including Roxane Gay, Jamia Wilson, and Sally Field.
- Created engaging letters, postcards, and brochures to support the membership cycle, annual appeals, and capital campaigns by collaborating with the Development Department and External Affairs.

Additional Experience

Art Director, Purple Crayons Interactive/Dynax Solutions
Freelance Graphic Artist, Liaison International
Guest Art Director, Hudson Valley Parent Magazine
Senior Design Technician, Golden Books Family Entertainment
Graphic Artist, Cable Television Advertising Bureau

Education

Bachelor of Arts in Studio Art with a major in Graphic Design
Montclair University, Upper Montclair, NJ