



## JEFF SHERMAN

### Senior Graphic Designer

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## PROGRAMS



References available upon request

## PROFESSIONAL SUMMARY

Digital Advertising | Corporate Identity & Branding | Marketing | Print Production

A dedicated and creative Graphic Designer with extensive experience in print and digital design. An innovative professional focused on applying comprehensive experience to create clean and captivating digital art and design. Team player with excellent written and verbal communication skills and dexterity in PC and Mac software including: InDesign, Illustrator, Photoshop, Light Room, Xd, Figma, Microsoft Office Suite, DocMoto, EFI Fiery Command Workstation, as well as HTML and CSS. Additional aptitudes: digital advertising, print production, photography, editing and managerial skills.

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer at Majority Strategies | April 2019 - Present

#### Responsibilities:

- ⚡ Create compelling print and digital collateral for a variety of politicians, businesses and corporations
- ⚡ Design print and digital items for in-house marketing
- ⚡ Monitor, field and accept on our internal platform adhering to strict client deadlines
- ⚡ Work with multiple clients and project managers covering the gamut of industries
- ⚡ Complete changes requested by clients and project managers

### Freelance Graphic Designer | March 2019 - Present

#### Responsibilities:

- ⚡ Create design/art/logos/print for professionals in various arenas
- ⚡ Transparent and direct communication with client
- ⚡ Full creative including several design mock-ups based on customer's style and requirements
- ⚡ Strict adherence to all deadlines

### Graphic Designer at Coldwell Banker Vanguard Realty | July 2015 - April 2019

#### Responsibilities:

- ⚡ Create compelling branding content and design for all corporate, print and online collateral
- ⚡ Lead designer for property marketing of print, social media and email communication supporting several hundred real estate agents
- ⚡ Lead designer of all company and agent based IP targeted online advertising
- ⚡ Team builder and managerial tasks
- ⚡ Customer service leader

## EDUCATION

**Bachelor of Fine Arts with a concentration in Graphic Design and Digital Media**  
**University of North Florida (Jacksonville, FL)**