

# JEFFREY NAPADOW

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## EXPERIENCE

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### NETVELO Technology Solutions – Midlothian, Illinois

Senior Graphic Designer – Network Systems Administrator

May 2020 – Present

- Plan layouts in-house for multiple security camera installations saving time, up to 10hrs with accurate plans.
- Set-up and deploy workstations and printers.
- Create public facing website and/or landing pages.

### Mia Francesca Restaurant Group – DesPlaines, Illinois

Graphic Designer and Web Content Creator

Feb 2018 – May 2020

**Overview:** This position involves updating and maintaining the restaurant group's websites. Including 2020 ADA standards.

- Contributed to updating all public facing web content to keep in compliance with 2020 ADA integrity standards. Saving the group litigation costing and estimated \$25k.
- Developed high fidelity mock-ups of added pages with InVision Studio saving 10 hrs per week.
- Increased Google SEO ratings by 15% within the first six months by updating company web language
- Adobe Creative Suite for graphical illustration & brand expression
- Utilize field research and ad analytics to run successful ad campaigns gaining 3% website visitors.
- Support front-end design elements while complimenting company uniformity.
- Produced content for integrated marketing via pop-up web displays

### Mid-America Real Estate – Oakbrook Terrace, Illinois

Senior Graphic Designer

Dec 2006 – Nov 2017

Graphic Designer

Sept 2001 – Dec 2006

**Overview:** Led sales and marketing operations across cross-functional teams. By completing design work in-house, the company was able to slash overhead by 30%.

- Collaborate with partners and vendors, keeping marketing materials consistent and maintaining company vision in-house saving over \$120k per year.
- Led team of four overseeing all aspects of social media strategy, increasing Twitter following by 200%, Facebook by 500%+ and Instagram by 500%.
- Developed CMS comps database cutting overhead by 10%. Used to generate industry standard reports.
- Acted as new technology expert, incorporating advances including development of a company wide database used an industry standard reporting platform Spearheaded first data driven B2B website with full CMS increasing overall revenue and increased visibility saving well over \$100k.
- Some specialty tasks include “vectorizing” site and leasing plans, creating aerial views, create area and regional maps. Designing these elements in-house saving \$30k per year.

## FREELANCE

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### NAPADOW.COM - Lombard, Illinois

Graphic Designer

Nov 2017 – Present

- Generated graphics, signature poster and guitar pics for Nita Strauss.
- Created an animated video for Captain Jim Lovell and his brother Jay for their restaurant.
- Designed and laid out the book “Classical Music for the Electric Guitar” by Kevin M Buck.
- Currently manage ETSY.com/shop/CaffeinatedGoodness

## EDUCATION

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### Elmhurst College – Elmhurst, Illinois

May 2012

Bachelor of Art, Graphic Design; Cumulative GPA: 3.7/4.0

Magna Cum Laude with Honors; Dean's List (2011, 2012)

## ADDITIONAL

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**Technical:** Adobe CC, InVision, JavaScript, HTML5/CSS3, WordPress, Shopify

**Languages:** Native is English

**Certifications & Training:** Adobe ACE

**Portfolio:** <https://napadow.com>