

JEFFREY NAPADOW

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EXPERIENCE

McGrath Imports – Chicago, Illinois

Senior Graphic Designer

Nov 2021 – Present

- Generate mockups for new WordPress website
- Redesign product mailers Utilizing UI/UX design principles
- Sending on average, 8,000 postcards per month. All in-house design and printing, cutting, and mailing.

Tarp Supply, Inc. – Lombard, Illinois

Graphic Designer

May 2020 – Nov 2021

- Generate mockups for new WordPress/WooCommerce website
- Redesign product catalog Utilizing UI/UX design principles
- Create new website using WordPress and WooCommerce.

Mia Francesca Restaurant Group – DesPlaines, Illinois

UI/UX Designer and Web Content Creator

Feb 2018 – May 2020

Overview: Position involved updating and maintaining the restaurant 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 10hrs 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

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 20%.

- Designed visual marketing materials for the company, including fliers, packages, proposals & special corporate projects within templates & corporate style guides.
- Solely responsible for all marketing pieces for properties \$50M+
- Developed CMS comps database cutting overhead by 10%. Used to generate industry standard reports.
- Preflight & submittal of projects to outside printers.
- Logo creation, custom map creation using Adobe Illustrator, color correction & photo retouching.
- Excelled under pressure, multi-tasked, prioritized projects & met aggressive deadlines.

FREELANCE

NAPADOW.COM - Lombard, Illinois

Graphic Designer

Nov 2017 – Present

- Generated graphics, signature poster and guitar pics for Nita Strauss.
- Designed and laid out the book "Classical Music for the Electric Guitar" by Kevin M Buck.
- Currently manage ETSY.com/shop/CaffeinatedGoodness

EDUCATION

Springboard – Online

June 2022

UI/UX Designer certificate – 9mo program in the in-depth study of UI and UX design principles

Elmhurst College – Elmhurst, Illinois

May 2012

Bachelor's degree in Art, Graphic Design; Cumulative GPA: 3.7/4.0 Magna Cum Laude with Honors.

Dean's List (2011, 2012)

ADDITIONAL

Technical: Adobe Photoshop, InDesign, Illustrator, After Effects, Prestashop, HTML5/CSS3, WordPress, Shopify

Languages: Native is English

Certifications & Training: UI/UX Design, Adobe ACE Certified

Portfolio: <https://napadow.com>

Skills: UI/UX Design, UX Research, Web / Graphic Design, Logo Design, Typography, Layout Design