

JEFF NAPADOW

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EXPERIENCE

Patrick Auto Group – Schaumburg, Illinois

YouTube Media Manager, Graphic Designer

Nov 2021 – Present

- I was sole creator of Patrick's new TV commercials. Using stock manufacture video I have created 30sec and 15sec tv spots. I utilized the Adobe suite of applications to accomplish this.
- Create YouTube videos across 8 channels. Including taking photos, videos of new arriving vehicles.
- Create all in-house graphics for posters, mailers and dealership displays.
- Utilize YouTube, Instagram, TikTok and Facebook analytics to grow channels subscribers.

Tarp Supply, Inc. – Lombard, Illinois

Senior 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

Nov 2017 – 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

Sept 2001 – Nov 2017

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.

EDUCATION

Springboard – Online

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

June 2022

Elmhurst University – Elmhurst, Illinois

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

Dean's List (2011, 2012)

May 2012

ADDITIONAL

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

Languages: Native is English

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

Portfolio: <http://napadow.com>

Skills: Video/Photography, YouTube Analytics, Video/Audio Editing, Graphic Design, Layout Design, website design and deployment, UI/UX Design