

JEFF NAPADOW

Villa Park, IL | Ph: 630.518.6411 | jeff@napadow.com | linkedin.com/in/jeff-napadow | napadow.com

WORK HISTORY

Patrick Auto Group – Schaumburg, Illinois

YouTube Media Manager, Graphic Designer

Nov 2021 – Jan 2024

Overview: My position entails: creating vehicle videos for social media utilizing videography by drone and hand, designing all print materials including banners and posters, I am currently becoming Google Analytics certified.

- 2023 YouTube videos achieved 1 million views and 200 clicks to website per week. Please visit PatrickCars YouTube channel to view my 9 managed channels.
- Lead team to create YouTube, Instagram, TikTok and Facebook graphics and videos.
- Design all advertisement graphics across all mediums.
- I currently hold an FAA issued commercial drone pilots license and shoot all drone videos currently used by Patrick Auto Group.

Tarp Supply, Inc. – Lombard, Illinois

Graphic Designer

May 2020 – Nov 2021

Overview: My top contributions to the company were: creating a WordPress website, photographing all products for use on the newly created website and catalog.

- Create a new company website using WordPress and WooCommerce. B2B and B2C application.
- Redesign product catalog utilizing Adobe InDesign.
- Photograph products for product catalog.

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.
- Updated all public facing webpages to keep in compliance with 2020 ADA integrity standards.
- Developed high fidelity mock-ups of added pages with InVision Studio.

Mid-America Real Estate – Oakbrook Terrace, Illinois

Senior Graphic Designer

Sept 2001 – Nov 2017

Overview: Led marketing operations across cross-functional teams. Brought all design work in-house.

- 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

Elmhurst College – Elmhurst, Illinois

Bachelor's degree in art, Graphic Design

May 2012

ADDITIONAL

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

Languages: Native is English

Certifications & Training: FAA Commercial drone flying license, UI/UX Design certificate, Adobe ACE Certified

Portfolio: napadow.com

Skills: Video/Photography, Google & YouTube Analytics, Video/Audio Editing, Graphic, Logo and Layout Design.