JEFF NAPADOW
Graphic Designer

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Certified Graphic Designer skilled in Adobe Creative Suite, print, and visual effects. Proven ability to create innovative content, boost engagement, and drive traffic utilizing social media. I am deadline-driven, creative, and motivated to lead and grow in a dynamic team.

Work Experience

Medical Leave Jan 2024 - Present
Freelance | South Elgin

During a period of medical leave for a family emergency, I stayed engaged professionally by freelancing and honing my creative skills. I produced music videos for Tyler Jakes, utilizing a Canon R8 and After Effects, and launched an Etsy store featuring waveform music art. These projects allowed me to stay current with industry trends, refine my technical expertise, and explore new creative ventures.

Multimedia Designer and Social Media Specialist Mar 2022 - Jan 2024
Patrick Auto Group | Schaumburg

- Achieved 1 million YouTube views in 2023, driving 200 website clicks/week significantly increasing traffic and leads.
- Produced dynamic videos for social media using drone and handheld videography.
- Designed all print materials, including banners and posters, to support marketing campaigns and events.
- Led a creative team to develop graphics and videos for YouTube, Instagram, TikTok, and Facebook, tailoring content for platform-specific audiences and trends.
- Designed advertisement graphics across multiple mediums, leveraging expertise in Adobe Creative Suite to deliver visually compelling and impactful campaigns.

Print Media Manager, Graphic Designer Oct 2019 - Mar 2022
McGrath Auto Group | Chicago

- Designed and printed visually appealing postcard mailers, email campaigns, and SMS messages to drive customer engagement and retention.
- Created internal and external mailers, including postcard reminders, personalized birthday greetings, and vehicle maintenance notifications, ensuring timely and relevant communication.
- Managed the production and distribution of approximately 10,000 postcards per month, utilizing USPS mailing data for efficient targeting and delivery.
- Collaborated with marketing and operations teams to align messaging and design with business objectives, enhancing customer outreach and loyalty programs.

Director of Marketing Sep 2001 - Oct 2019
Mid-America Real Estate | Oakbrook Terrace

- Developed CMS comps database cutting overhead by 10%. Used to generate industry standard reports
- Led marketing operations across cross-functional teams.
- Brought all design work in-house utilizing In-Design.
- Designed fliers, packages, proposals & special corporate projects within corporate style guides.
- Custom map creation using Adobe Illustrator, color correction & photo retouching with Photoshop.

References Core

Skills

Video/Photography Analytics Graphics Logo Drone Layout Social media Photoshop After Effects Acrobat Canva Illustrator InDesign Constant Contact Creative Writing Microsoft Office Suite Adobe CC Problem Solving

Education

Elmhurst College Bachelor Graphic Design

Certificates

Adobe ACE, Drone license