

JEFF NAPADOW

Senior Graphic Designer / Creative Lead

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Senior Graphic Designer with 10+ years of experience delivering strategic, high-impact design across print, digital, video, and social media. Proven ability to lead creative initiatives, develop brand-consistent visual systems, and drive measurable engagement and conversions. Strong collaborator with hands-on expertise in Adobe Creative Suite, motion graphics, video production, and emerging AI-assisted design workflows.

Work Experience

Senior Graphic Designer (Freelance)

Sep 2025 - Present

Freelance | Bartlett, IL

- Lead and execute freelance and multimedia projects across video, print, digital, and e-commerce platforms.
- Directed and produced music videos for artist Tyler Jakes using Canon R8, and Adobe Creative Suite.
- Designed promotional materials for Westmont High School, including flyers and event graphics.
- Launched and branded an Etsy store and Shopify website featuring original waveform music art, managing visual identity, product design, and social media assets.
- Actively incorporate AI-assisted design tools to improve efficiency, ideation, and creative output while staying current with industry trends.

Graphic Designer, Social Media Specialist

May 2022 - Sep2025

Patrick Auto Group | Schaumburg, IL

- Generated **1M+ YouTube views in 2023**, driving **200+ weekly website clicks**.
- Led creative production for YouTube, Instagram, TikTok, and Facebook, delivering platform-specific content aligned with brand standards and performance data.
- Guided a creative team in developing video, motion graphics, and static assets for ongoing campaigns.
- Produced high-quality video content using drone and handheld videography for marketing and promotional use.
- Designed print collateral including banners, posters, and signage to support events and in-store campaigns.
- Created advertising assets across print and digital channels, strengthening brand recognition.

Print Media Manager, Graphic Designer

Oct 2020 - Apr 2022

McGrath Auto Group | Chicago, IL

- Led the design and production of high-volume print and digital campaigns, including postcards, email, and SMS.
- Managed monthly distribution of **10,000+ direct mail pieces**, utilizing USPS data for targeted delivery and improved engagement.
- Designed personalized customer communications such as service reminders and birthday campaigns to increase retention and repeat business.
- Collaborated with marketing and operations teams to ensure alignment between visuals, messaging, and business objectives.

Director of Marketing, Graphic Designer

Sep 2004 - Oct 2020

Mid-America Real Estate | Oakbrook Terrace, IL

- Directed all in-house design and marketing operations supporting high-value transactions.
- Designed flyers, investment packages, proposals, presentations, and custom maps.
- Developed a proprietary CMS-based comps database, reducing overhead by **10%** and streamlining report generation.
- Partnered with brokers, analysts, and executives to deliver visually compelling, data-driven marketing materials using Adobe InDesign, Illustrator, and Photoshop.

Core Skills

Creative Direction & Brand Systems • Senior-Level Graphic Design (Print & Digital) • Video Production & Motion Graphics • Social Media Content • Campaign Strategy & Visual Storytelling • Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects) • Analytics-Driven Design Decisions • AI-Assisted Design Tools • Cross-Team Collaboration

Education

Elmhurst College - Bachelor Graphic Design

Certificates

Adobe ACE, Drone license, ASE