

# JEFF NAPADOW

UI/UX DESIGNER

## CONTACT

630-518-6411



facebook.com/jnapadow



linkedin.com/in/jeff-napadow



## ABOUT ME

I am a natural thinker and creative type. That is how I would refer to myself. I have 20yrs corporate graphic design experience and 5-6yrs of freelance creative work. From presentation designing for Captain Jim Lovell, to designing a signature poster and guitar pics for Nita Strauss, lead guitarist for Alice Cooper. I have done most every type of design work including high-fidelity mock-ups for Ford and Chamberlain. Currently, I am employed full-time as Lead Graphic Designer for Tarp Supply, Inc.

## EXPERTISE

UI Design

UX Research

UI/UX Prototypes

Adobe Photoshop

Adobe After Effects

Adobe XD

InVision Studio

## EDUCATION

### UI/UX Design

Springboard University

2020 - 2021

### Graphic Design

Elmhurst College

2012 - 2014

## EXPERIENCE DETAIL

### Tarp Supply, Inc

UI/UX Design & Graphics Design / 2021 until current

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

### Mia Francesca Group

Graphic/Web Design / 2018 until 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 Group

Graphic Design / 2001 until 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.