

# James Gleason

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## SUMMARY:

Creative and professional graphic and web designer with extensive experience in art direction and advertising while partnering with sales in a corporate and technical environment. Reliable team player with outstanding customer service, communication and organizational skills. Successfully created print and digital designs using the Adobe Creative Suite under tight deadlines. Proven ability to take assignments and deliver desired and effective results for clients.

## TECHNICAL SKILLS:

- Graphic Design
- Adobe Creative Suite
- InDesign
- Photoshop
- Illustrator
- QuarkXPress
- Logo Design
- Web Banner Ads
- Front End Web Development
- Dreamweaver • HTML
- CSS • SEO • JavaScript
- Responsive Website Design
- Microsoft PowerPoint Presentations
- Microsoft Excel
- Microsoft Word

## PROFESSIONAL EXPERIENCE:

**KS Engineers P.C.**, Newark, NJ  
*Graphic Designer*

February 2017 - Present

Graphic Designer in the marketing department for a top-ranked engineering, survey, and construction management firm.

- Designing job proposals; front and back covers, page layouts, tabs and organizational charts
- Designing and preparing trade show and industry event advertisements
- Designing trade show banners, company service brochures and employee business cards
- Creating PowerPoint presentations
- Coordinating with external printers for top-quality production in a cost-effective way

**Life & Leisure**, Lincoln Park, NJ  
*Graphic Designer*

November 2015 - January 2017

Creative direction over the graphic design and layout for Life & Leisure's three bi-weekly community newspapers, with circulation to 50,000 households in Northern New Jersey.

- Create ads, layouts, logos and inserts from concept to completion within strict deadlines
- Present, communicate and organize concepts clearly and effectively for ad campaigns
- Develop understanding of clients business and marketing objectives while creating cost effective solutions that meet customer expectations
- Liason with printer vendors to ensure the highest quality and accuracy of printed materials
- Process, prepare, archive and manage electronic art files

**B2B Design Group**, East Hanover, NJ  
**Freelance Graphic Designer**

April 2015 - October 2015

Created a wide range of print and digital advertising materials including: brochures, trade show, direct mail postcards, catalogs, flyers, logos and web design.

**Dex Media/Verizon**, Paramus, NJ  
**Senior Graphic Designer**

August 1991 - March 2015

Senior Graphic Designer for the Dex Media sales office in Paramus, NJ. Worked independently with media consultants, sales managers, marketing and clients as the main resource in creative development to a sales team of 60 media consultants. Responsible for the entire Northern NJ market representing approximately 2400 clients with annual revenues of \$35 million.

- Collaborated directly with media consultants to effectively formulate advertising strategies and designs to meet customer needs & increase revenue for both company and client.
- Worked independently in a fast paced and intense deadline-driven environment with emphasis on production, accuracy, creativity, turnaround and quality-control.
- Surpassed required productivity standards, metrics and performance goals based on production numbers, design quality, and media consultant and client feedback.
- Partnered with the marketing department to create collateral material for media consultants, including sell sheets, brochures, sales proposals and other in-house posters and flyers.
- Advised and supported new media consultants in the procedures of submitting ad requests, digital specs for outside vendor art, copyright laws, company ethics and standards.

**EDUCATION:**

Art Institute of Pittsburgh - 2010 – 2012

**Diploma - Web Design & Technical Web Development**

45 Credits, GPA 4.0 - HTML, CSS, PHP, MYSQL, UXD, JavaScript, Wireframes

Montclair State University - 1987 – 1990

**Bachelor of Arts (B.A.), Graphic Design****SELECTED TESTIMONIALS:**

*"I have had the privilege to work with James for the last 3 years as my Graphic Designer for my Sales Division and team. James is an extremely talented artist whose designs have consistently delivered positive results for our company and more importantly our clients! James is the consummate professional who is a team player possessing a wonderful attitude and is always stepping up to help out with the highest quality of work even under pressure of tight deadlines! James has been a tremendous asset to our company and is a highly valued and respected individual amongst his teammates and those who he supports. Having worked closely with James over the last few years I would highly recommend him to any organization!"*

Walter Kilby, Sales Manager at Dex Media, Paramus, NJ

*"It was a pleasure working with James for almost 15 years. He is an excellent graphic designer and it was a pleasure to work with him. James' work often helped me close deals because it was always high quality and very impressive to my clients. James worked with me with some of the larger clients and took the time to create the custom designs that helped them promote their business. James is a great team player and a very creative and talented graphic designer!"*

Janet Fischer, Media Consultant at Dex Media, Paramus, NJ