

# **PORTFOLIO**

jeffblairdesign.com (PW: JBD)

#### CONTACT

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## **ABOUT**

Detail-oriented graphic designer with a passion for solving visual problems. With 10 years of professional experience in both print and digital media, I specialize in crafting compelling brand/campaign identities, designing captivating marketing materials, and delivering polished visual solutions for any potential problem.

## **WORK EXPERIENCE**

# **GRAPHIC DESIGNER 2**

2019 - 2024

Akamai Technologies | Cambridge, MA

- · Worked in-house for this large tech company designing a variety of projects.
- Concepted, designed, and prepared for print many large scale environmental graphics for events such as Edge World & RSA, and campaigns such as the Life Online Campaign, and the South Station Takeover.
- Created whitepapers, infographics, social posts, and GDN ads for advertising campaigns and events.
- Made motion graphics and edited videos for digital assets and internal pieces such as "year in review" videos, sizzle reels, and our 25th anniversary.
- · Designed identities for events, campaigns, and internal projects.
- Won the "Impact Award" in Q1 of 2022. The impact award goes to one employee
  per quarter out of close to one hundred in the greater marketing department. It is
  nominated by peers and is meant to highlight the co-worker who made the biggest
  impact in the department during that quarter.

#### MARKETING GRAPHIC DESIGNER

2015 - 2019

InScribe / Awesome THIS! | Woburn, MA

- Worked in-house for this B2B software company which specalizes in personalized goods and invitations.
- Was in charge of design and printing of all marketing materials such as catalogs, postcards, social posts, event graphics, email blasts, product photography, packaging design, product labels, and much more.
- Helped to re-brand the company once we created and focused on our Awesome THIS! software.
- Worked with hardware such as booklet printers (Xerox® Versant® 4100), Roland wide format print and cut machine, Heat press, DSLR camera, and more.

# **GRAPHIC DESIGNER/LAYOUT ARTIST**

2014

The Bridge Newspaper | Montpelier, VT

- $\cdot$  Managed all layout responsibilities for this newspaper in the capital city of Vermont.
- Designed advertisements for local companies who bought advertising space without ads.
- · Took photos of local events to feature in paper.
- · Prepared for print and delivered files to printer.

## **EDUCATION**

BFA in Graphic Design and Digital Media

Champlain College, Burlington, VT

graduated in 2014

# **SKILLS**

Adobe Creative Cloud Suite

- Illustrator
- Photoshop
- · Indesign
- · After Effects
- · Acrobat
- · Frame.io

Microsoft Office

Powerpoint

Google Slides

Miro

Figma

#### **FREELANCE**

Since 2014 I have also taken on many occasional freelance projects in addition to the jobs listed. I have worked with clients ranging from Samsung Business to local businesses and concerts. Examples of projects include branding/identity, whitepapers, concert posters, social posts, and videos.