



# Jarrod

think fresh.

**Summary Statement:** A creative & versatile design professional skilled in branding, print, and web design.

## Experience:

### **Gray Matter Designs** SOLE PROPRIETOR/MULTIMEDIA DESIGNER (1/07–Present)

- All day-to-day business operations
- Communication with clients/potential clients – including budgets, contracts, deadlines, and creative
- Web design – hand coded designs, valid code, cross-browser tested, mobile sites, SEO, CMS
- Print design – folders, brochures, business cards, letterhead, posters, envelopes, catalogs, etc.
- Branding – establishing a brand, adhering to existing brand, or re-branding
- Google Analytics – reporting
- Social Media – Facebook, Twitter
- Communicate with vendors to ensure quality production and cost effectiveness
- Develop and maintain production schedules
- iPad/iPhone App development

### **The College Network** WEB ADMINISTRATOR /GRAPHIC DESIGNER (10/07–01/10)

- Web Administrator duties for multiple websites
- Web design – websites, web pages, landing pages, Flash presentations, banner ads, CMS
- User–Interface (UI) design
- Print design – folders, brochures, catalogs, flyers, posters, postcards, door hangers, etc.
- Email marketing – creation, sends, tracking – experience in Exact Target
- Collaborate with multiple departments to create collateral with consistent branding
- Creation of in–house multimedia eBrochures and demos for training

### **Indianapolis Star** GRAPHIC DESIGNER (04/05–10/07)

- Ad creation professional for daily newspaper – live and speculative ads
- Communicate directly with the sales executives and customers
- Banner ad creation for indystar.com
- Direct mail pieces for assigned clients
- “Designer of the Month” July 2005
- Consistently exceeded productivity goals

### **American Classifieds** GRAPHIC DESIGNER/PRODUCTION ARTIST (05/02–04/05)

- Ad creation professional for a weekly newspaper and bi-weekly magazine
- Pagination of the paper and magazine

### **North American Race Parts** GRAPHIC DESIGNER (11/01–04/02)

- Print design – 100-page catalog, in-store promotions, flyers, brochures
- Photograph race parts

## Skills:

Branding, Print Design, Web Design, Communication, Cost Analysis, Quality Control, Marketing Initiatives, Social Media, SEO, Email Marketing

## Software/Languages:

PhotoShop, InDesign, Illustrator, Dreamweaver, Flash, Fireworks, Acrobat, Word, Excel, PowerPoint, QuarkXpress, HTML/XHTML, CSS, ASP, .Net, MySQL, PHP, JavaScript, actionscript

## Education:

BFA, Emphasis in Graphic Design — Ball State University, Muncie, IN: May 2001

## Membership:

- Phi Delta Theta Fraternity
- Chapter Advisory Board Chairman (05–Present)
  - Chapter President (98–99)

**Portfolio available online at [www.jarrodmurray.com](http://www.jarrodmurray.com)**

