



JACK BOYD

DESIGNER/ILLUSTRATOR

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www.jackboydart.com

EDUCATION

BFA in Illustration
University of Connecticut
Storrs, CT
2012

SOFTWARE

Photoshop
Illustrator
InDesign
Dreamweaver
Microsoft Office
Wordpress
MailChimp
Constant Contact
Exact Target
Unbounce

SKILLS

Logo Design
Brand Identity
Web Design
Packaging Design
Prepress
UI Design
Social Media
Site Management

PORTFOLIO

www.jackboydart.com

PROFILE

- Proficient in Adobe Creative Suite as well as traditional and digital art making and illustration
- Specialties include logo design, branding, typography, email design, landing pages, banner ads, and social media content
- Working knowledge of HTML, CSS, Wordpress, and web site management

EXPERIENCE

Graphic Designer, Cenveo, Inc.

2012-Present

- Design marketing emails, landing pages, direct mail pieces, banner ads, and social content across multiple brands
- Create presentation templates, custom decks, sell sheets, and printed pieces for internal and external communication
- Design custom product labels and packaging for use in catalogs, websites, and marketing collateral
- Update and maintain brand logos and styleguides
- Create templates for a catalog of ecommerce products including business cards, bumper stickers, and custom labels

Graphic Designer/Illustrator, University of Connecticut Department of Nutrition

2011-2012

- Design logo and visual identity for campus-wide use
- Create program brochures and informational signage
- Design 50-page department handbook of courses
- Manage and update web site as well as social media sites

Comic Writer, The Daily Campus

2009-2012

- Write and draw weekly comics for campus newspaper

Studio Assistant, Valeria Roncoli Studio

2009-2010

- Digitally render artwork, organize image library, and perform various studio tasks for the creation of licensed products

Campus Representative, Koofers, Inc.

2008-2010

- Plan and implement creative marketing solutions targeted towards college students
- Conduct on-campus events, promotional giveaways, and manage social media marketing