

jake garver graphic arts

122 Atlantic Ave #3C Brooklyn, NY 11201 | jake@jakegarver.net | 646.765.1186

services:

Interactive

- + Website Design
- + Web Development
- + Online Advertisements
- + Flash Animation
- + Content Management
- + Email Newsletters
- + Personalized URLs
- + Search Engine Optimization
- + Webhosting
- + Google

Print

- + Print Ads
- + Brochures & Flyers
- + Sales Materials
- + Poster & Billboard
- + Postcards & Direct Mail
- + Book Design

Illustration

Identity

- + Logo Design
- + Stationery/Letterhead
- + Business Cards
- + MS Office Templates
- + Powerpoint

Consulting

- + Marketing Strategy
- + Brand Messaging
- + Campaign Management

active urls:

www.jakegarver.net

www.frenchsecretinc.com
www.targetage.com
www.schonfeld.com
www.beljanskiwellness.com
www.carolinameadows.org
www.pfcorp.com
www.curtispackaging.com
www.garvergroup.com
www.ncopi.com
www.nakinc.com
www.bdrllc.com
www.nakinternational.com
www.premiumcolor.com
www.natural-source.com
www.prostabel.us
www.ladybel.us
www.traxrx.com
www.ranfac.com
www.phdc.com
www.creatEducate.com
www.worldpressawards.com
www.estromineral.com
www.downtoearthnursery.com

Print and web savvy Art Director with over 10 years experience managing the art departments of a handful of small advertising agencies seeks to apply his experience, imagination and ability to a creative position that will expand his knowledge and understanding of all aspects of new and traditional media, and which will allow him to produce only the highest caliber of artwork.

experience:

- + Concept, Design, Production and Traffic of Local & National Print Ad Campaigns
- + Website Design, Development, Implementation and Maintenance
- + Design of Product Packaging and Point of Sales Materials
- + New Business, Client Contact, and Account Management
- + Logo Design and Brand/Corporate Identity
- + Brochures, Postcards, Flyers, and Collateral Materials
- + Direction and Retouching of Photography
- + Interactive, Flash, and CD-ROM presentations
- + Direct-Mail Pieces and E-mail Marketing
- + Direct to Web/personalized URL campaigns

employment:

Freelance Designer **Jake Garver Graphic Arts** June 2000 – Present
Created and produced interactive, brand identity and collateral projects, as well as print ad campaigns for numerous clients across a wide range of industries. See full list of services to the left.

Graphic Designer **Headfirst Creative** June 2007 – Present
Created and produced websites, logos and brand identities, brochures, and banner ads

Senior Designer **NAK Communications** Jan 2005 – Present
Responsibilities include the management of production of print advertising campaigns (6-15 ads per month); website design, construction and implementation; design of marketing, collateral and direct mail materials, and client contact; creation of personalized URL campaigns (pURLs); flash presentations.

Creative Director **Angedom Communications** June 2003 – July 2004
Created and produced all creative projects. Responsible for developing business identity for agency and its clients; design of logotypes, trade show displays, product packaging, banners ads and websites with e-commerce capabilities; website maintenance and management; design and production of outdoor billboards, signage, brochures, flyers, and print ad campaigns for local, regional and national media.

Art Director **MgM Gold Communications** Feb 1999 – Sept 2005
Managed entire art department of two merging ad agencies. Responsible for the entirety of design and production of print ad campaigns, collateral materials, promotional pieces, and product packaging, from concept to pre-press, for local, national and international clients; the establishment of brand identity and logo design for agencies and their clients; development, implementation and maintenance of interactive presentations and websites; coordinating and managing photography; client contact and account management; the integration of art and IT departments; developing proposals, new business initiatives, and the management of freelance designers, interns, and programmers.

education:

Bachelor of Arts in Aesthetics, Cum Laude, 1998. **Boston University**, **University Professors Program**.
Studied Fine Art, Design, and Art History in the university's most exclusive undergraduate program.

Continuing Education:

Photoshop Master Class. Pratt School of Design. Fall 2001

skillset:

Extensive knowledge of current and previous versions of Adobe's Creative Suite, including Photoshop, InDesign, Dreamweaver, Flash and Illustrator; QuarkXPress, Standards-compliant HTML and CSS for web and email, Microsoft Office, including Word, Excel, Powerpoint and Entourage/Outlook, Fetch FTP, website maintenance and management. Experience with JavaScript, Corel Painter, PHP and pURLs.

portfolio:

Complete archive of work available online at www.jakegarver.net