



# 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, Smarffish Group** **Feb. 2015-Jul. 2015**

- Design logos, websites and social media assets, consumer packaging and POS pieces
- Concept and implement digital, on and off premise marketing initiatives for retail, out of home, and web/broadcast
- Create pitch decks, concept overview, and campaign summary presentations for internal and external review

#### **Graphic Designer, Cenvéo, Inc.** **2012-2015**

- 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

#### **Graphic Designer/Illustrator, University of Connecticut Department of Nutrition** **2011-2012**

- Design logo, visual identity, and all campus signage
- Manage and update web site as well as social media sites

#### **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 on-campus and social media marketing campaigns targeted towards college students