



JACK BOYD

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EXPERIENCE

CATAPULT MARKETING

Senior Art Director - 2018-present

Art Director - 2015-2018

- Concept, design, and execute campaigns for print, digital, broadcast, and event marketing
- Present work internally and to client
- Collaborate with account, producers, developers, and other creatives to deliver stellar work
- Develop ideas, from strategy to completion, for new business pitches

SMARTFISH GROUP

Graphic Designer - 2015

- Design logos, websites and social media assets, consumer packaging and POS pieces
- Concept and implement marketing initiatives for retail, OOH, web, and broadcast
- Create pitch decks and creative presentations for internal and external review

CENVEO, INC.

Graphic Designer - 2012-2015

- Design marketing emails, landing pages, direct mail, banner ads, and social content
- Create custom decks and sell sheets for internal and external communication

UNIVERSITY OF CONNECTICUT - DEPARTMENT OF NUTRITION

Graphic Designer/Illustrator - 2011-2012

- Design department logo and visual identity, create printed pieces and signage
- Manage and update website and social media accounts

VALERIA RONCOLI STUDIO

Studio Assistant - 2010-2011

- Create original digital illustrations for print and web use

EDUCATION

UNIVERSITY OF CONNECTICUT

BFA, Illustration - 2012