

# JARED ZEEMEL

## GRAPHIC DESIGNER

### CONTACT

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### SKILLS

GRAPHIC DESIGN

CATALOG DESIGN

ILLUSTRATION

ADOBE CREATIVE CLOUD

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- ACROBAT

### INTERESTS



### ABOUT

Highly motivated graphic artist with extensive experience in graphic design and advertising both in print and digital format. Skilled in design, page layout and illustration. Extremely organized and detail oriented. Adaptable and flexible, thriving in a deadline driven environment. Excels at seeing projects through from conception to completion.

### EXPERIENCE

#### Senior Graphic Designer

AmeriMark Direct | Cleveland, Ohio  
2004 - Present

*2022-Present: Senior Graphic Designer Beauty Boutique catalog*  
*2020-2022: Senior Graphic Designer Essentials catalog*  
*2019-2020: Senior Graphic Designer Healthy Living catalog*  
*2012-2019: Senior Graphic Designer Anthony Richards catalog*  
*2009-2012: Graphic Designer Anthony Richards catalog*  
*2004-2009: Graphic Designer Essentials and Complements catalogs*

- Design a monthly 48-72 page catalog on deadline
- Keep the catalogs I design on deadline even when turnover materials are late
- Increased profits at the Anthony Richards and Healthy Living catalogs through a wholesale redesign
- Develop and maintain brand guides for the catalogs I design
- Supervise and train Production Artists
- Create technical illustrations demonstrating the use of the products we sell
- Design posters/t-shirts/promotional material for AmeriMark Direct
- Work closely with pre-press company and printer to get pages out on deadline
- Art direct photo shoots when needed

#### Graphic Designer

The Morning Journal | Lorain, Ohio  
2001 - 2004

- Responsible for the design and layout of all advertisements
- Created logos and promotional materials for top accounts
- Produced effective promotional flyers
- Designed eye-catching covers for special sections
- Created headers and backgrounds that made ads really stand out
- Helped the Art Director with photo shoots and location scouting

### EDUCATION

Lorain County Community College  
AA, *Graphic Design*