

# Jeff Hess

## DESIGN PROFESSIONAL

Collaborative, highly adaptable designer with 20 years of experience devising creative materials across digital and printed media. Experienced in most all aspects of the creative work flow, from concept development through production. Strong design background in a variety of disciplines and able to create solutions with a clear awareness of client needs and project goals.

### EXPERIENCE

#### Designer at Shentel (Sprint PCS Affiliate)

November 2019 - Present

Provides graphic support to Sales and Marketing Teams utilizing multiple disciplines across various media, including: POS, Product Launch Materials, Websites, Digital Advertising, Social Media Campaigns, Training Collateral, Brand Development/Continuity, Consumer Marketing Communications, & much more.

#### Designer at Shentel (Sprint PCS Affiliate)

May 2013 - November 2019

Works with the Sprint PCS Marketing Team to create compelling marketing campaigns that include OOH, in-store POS, digital ads, social media, motion graphics, video and more. Manages multiple outside vendors as well as helps direct creative agency of record.

#### Designer at Water Street Design

July 2005 - January 2013

Design and production on a wide range of projects—from complete marketing campaigns to trade shows, retail packaging to catalogs, and everything in between. Managed some projects as well. Also responsible for developing and updating websites, web and email hosting services, and served as the in-house photographer.

#### Designer at Lefkowitz Design

May 2001 - July 2005

Provided support to the principal and art director for a wide range of projects. Produced graphics and related materials, designed and maintained websites, and managed clients and vendors.

### EDUCATION

#### Art Institute of York Pennsylvania

AA, Design with a focus on Multi-media  
2000 - 2001

### REFERENCES

**George Dearing** ■ Principal, Creative Director ■ georged@waterstdesign.com

**Joe DeZarn** ■ Principal at DeZarn Marketing ■ joe.dezarn@gmail.com

**Jeff Lefkowitz** ■ Owner/Creative Director ■ jlefky@gmail.com

### CONTACT

#### Jeff Hess

(540) 335-3304 ■ jeff@jeffhessdesign.com

### SKILLS

- Art Direction
- Graphic Design
- Project Management
- Vendor Management
- Prepress & Production
- Photography
- Video & Audio Editing
- Motion Graphics
- Web Design & Hosting
- Illustration

### SOFTWARE

#### Expert

Adobe CS: InDesign, Illustrator, Photoshop

#### Proficient

Adobe CS: Flash Professional, Lightroom, After Effects, Premiere Pro, Acrobat Pro, Bridge, Wordpress

Microsoft Office: Word, Excel, PowerPoint  
WordPress, InPreflight Pro

#### Additional

Mac OS, phpMyAdmin, MySQL Database Management, Web & Email Hosting