



JEFF LADA
Multimedia Graphic Designer

Contact

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Technical Proficiency

Adobe InDesign, Illustrator,
Photoshop, QuarkXPress, Premiere,
Dreamweaver, Flash, HTML/CSS,
Wordpress, Drupal, Microsoft Office

Education

The Illinois Institute of Art,
Schaumburg, IL
Bachelor of Fine Arts in
Visual Communications
September 2004

- Versatile multimedia designer with extensive experience translating content into design concepts
- Excels in deadline-driven environments with an emphasis on working within budget requirements
- Skilled in multimedia and print design
- Dynamic team player with strong communication skills
- Experience working with printers and web developers

Work Experience

Independent Consulting - Denver, CO

Contract Designer (January 2012 - Current)

- Design and web development support for several agencies and companies
- Design websites, brochures, sales materials, PowerPoint presentations, video production, logos, and ads
- Clients include: public relations agencies, interactive communications companies, information technology companies, outdoor product companies, landscape architects and start-ups

Colorado Wholesale Distribution - Denver, CO

Lead Multimedia Designer (June 2013 - November 2016)

(Colorado Wholesale Distribution. creates cannabis infused products for mj centers throughout Colorado.)

- Updated company's branding for new product development and brand recognition with print collateral, package design, online presence, and social media management, all of which advanced the company's existing identity
- Developed solutions for product packaging, labeling, and functionality for required regulatory information
- Shot and edited high quality product photography for print collateral and online media
- Designed ads for a variety of printed publications to feature new products and services

Generations Sync. - Schaumburg, IL / Denver, CO

Lead Multimedia Designer (March 2010 - January 2012)

(Generations Sync. creates e-solutions that are pace-based, behavioral-based, and brand-based.)

- As the agency's lead multimedia designer, developed and built the brand identities for client pharmaceutical products
- Began development of a brand identity by translating creative briefs from content to imagery
- Worked closely with agency executives to create designs that incorporate client choices
- Clients included: ArthroCare, Elorac Pharmaceuticals, Topin & Associates

ABS Graphics, Inc. - Addison, IL

Lead Multimedia Designer (May 2008 - March 2010)

(ABS Graphics, Inc. services include streamlined workflow solutions; offset, digital, in-line web and large format print options; secure data handling and management; variable data printing (VDP); intelligent inserting; online solutions including Web2Print and 24/7 accessible digital storefronts; inventory management; graphic design; fulfillment, kitting and mailing services; complex distribution and logistics.)

- Served as lead multimedia designer for the company's healthcare clients, building the marketing and direct marketing campaigns, email programs, and e-learning initiatives

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Work Experience Continued

ABS Graphics, Inc.

- Created, built, and launched websites for the company and its clients
- Developed landing pages, personalized URL programs, e-newsletters and other online media
- Coded emails, websites, and media reels using HTML, CSS and Flash
- Worked in the design studio that supported the printing company
- Clients included: JP Morgan Chase, Walgreens, Elorac Pharmaceuticals, APP, Healthtrust, Phonak, and Right Hear

Cushman/Amberg Communications - Chicago, IL

Multimedia Designer (October 2005 - May 2008)

(Cushman/Amberg Communications is a marketing communications agency focused on using message management to drive business results for its clients. CAC works nationally and around the globe creating and implementing successful campaigns across a broad spectrum of industries and practice areas.)

- Led the redesign of the agency's corporate website, building content-based case studies and testimonials
- Designed and launched websites for the agency's healthcare and non-healthcare clients
- Served as lead multimedia designer for the agency's capabilities presentations
- Executed html email campaigns and online e-learning programs
- Worked closely with multimedia art director in coding, using HTML and CSS
- Clients included: Fresenius Medical Care, NextWave Pharmaceuticals, Phonak, Right Hear, and Mario Tricocci Salons

HealthInfo Direct - Schaumburg, IL

Team Member Designer (October 2005 - January 2007)

(HealthInfo Direct was a marketing communications company that provided marketing and direct marketing programs for clients in the healthcare and pharmaceutical industries.)

- Until the agency was acquired, served as a team member of an award-winning design group
- Conceptualized ideas in multiple mediums
- Clients included: Abbott Animal Health, Dynalabs, Centrix Pharmaceuticals, Sirius Laboratories, APP, Walgreens, Baxter Bioscience, and School Health Corporation

Relevant Non-profit Experience

American Recreation - Boulder, CO

Consultant (2011 - 2015)

- Worked as a consultant for Sierra Designs and Kelty outdoor products
- As a part of the product development and testing consumer group, provided feedback and revisions on prototype outdoor gear
- Assisted gear fabricators with real-world product testing

Second Chance Humane Society

Event Designer & Planner (2005 - 2007)

- Created, produced, and promoted a pop-up art gallery that showcased contemporary skateboard art
- Attracted local skateboard "celebrities" and community leaders
- Event generated approximately \$3,000, which was donated directly to the non-profit organization