



JEFF C. MANTHEY

SENIOR GRAPHIC DESIGNER

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PROFESSIONAL SKILLS

Art Direction | Branding | Brochures | Business Cards | Color Imaging | Color Theory | Copywriting | Desktop Publishing | Digital Design | E-commerce Package Design | Flyers | Graphic Design | Illustrations | Instruction Sheets and Booklets | Labels | Logos | Mac & PC | Magazine Ads | Marketing | Photography | Planograms | Print Collateral | Point-of-Sale (P.O.S.) Materials | Point-of-Purchase (P.O.P.) Materials | Poster Design | Product Catalogs | Product Design & Development | Product Line Reviews (PLRs) | Product Renderings | Retail Displays | Retail Package Design | Sell Sheets | Signage | Social Media Graphics | Style Guides | Technical Drawings | Tradeshow Displays | T-shirt Design | Typography | UX/UI Design | Web Design | Web Banner Design (Static and Motion)

SOFTWARE SKILLS

Adobe Creative Suite - Acrobat, After Effects, Bridge, Dimension, Illustrator, InDesign, Photoshop, Premiere Pro, XD. **Apple** - Pages, Keynote, Numbers. **Bohemian Code** - Sketch App. **Esko** - ArtiosCAD, MediaBeacon, Studio, Store Visualizer, WebCenter. **Microsoft 365** - Outlook, Word, Excel, PowerPoint.

PROFESSIONAL EXPERIENCES

JCMDEZIGNS - Owner / Freelancer (2001 - PRESENT)

- Design Specialist with 19+ years of experience in the management of the complete design process, from conceptualization to delivery.
- Developed direct mail, logos, t-shirt designs, color renderings, package design, instruction booklets, branding and sales collateral. Digitally manipulated and retouched photography.
- Clients include Aukum Group, UNIFEM, Sherwin-Williams, Holovision, Ring.

FLUIDMASTER INC. - Senior Graphic Designer (2012 - 2020)

- Oversaw a graphic department that started with a North American market annual sales of \$165M and helped turn it into a Global Brand with annual sales of \$300M and over 800 SKUs.
- Developed Corporate, Retail Packaging and Global Branding Guidelines.
- Collaborated with Product Managers, Packaging Engineers, Marketing and Sales to achieve final product, from concept to final retail launch, of 130 new SKUs.
- Responsible for product sell sheets, catalogs, promotional flyers, brochures, instruction booklets, retail packaging, e-commerce packaging, master cartons, tray labels, large format retail displays, retail planograms, Product Line Reviews, Point of Sale materials, & trade show displays.
- Created product packaging & display mockups using an internal HP Large Format printer and a Kongsberg X cutting table.
- Clients included Home Depot, Lowes, Walmart, Ace Hardware, Bunnings, Sodimac, Kingfisher.

PROFESSIONAL EXPERIENCES (continued)

PENTEL OF AMERICA - Graphic Designer Supervisor (2010 - 2012)

- Interviewed, managed, trained and supervised in-house design team of a rotating cast of temporary contract employees.
- Directed and delegated multiple concurrent projects and deadlines while implementing new department graphic design request forms.
- Developed and accomplished a complete re-branding project for main product lines spread across physical and digital platforms which resulted in a 8% increase of sales in the United States.
- Designed and produced extensive printed materials including product sell sheets, catalogs, promotional flyers, brochures, product packaging, POS materials & displays, large format banners, and original hand drawn art. Digital art included web banners, product images and more for the company website, social media and e-commerce needs.
- Clients included Office Depot, Office Max, Staples and W.B. Mason.

ACTIVA GLOBAL SPORTS & ENTERTAINMENT - Lead Graphic Designer (2007 - 2009)

- Produced licensed retail products and developed promotional programs for newspapers & retailers. Directed product development of novelties, party goods and unique collectibles.
- Designed and produced extensive printed materials including collector's albums, commemorative books, newspaper ads and promotional window posters.
- Created an assortment of product retail packaging and retail product displays with an extensive knowledge of licensed properties and brand style guides.
- Collaborated with colleagues on numerous brainstorm sessions which provided new avenues to market products and promotions.
- Clients included MLB, MLBPA, NBA, NFL, NFL PLAYERS, NHL, NHLPA, Toys R Us and Warner Bros.

INNOVAGE, LLC. - Senior Graphic Designer (2005 - 2007)

- Created new retail products - from schematic design to final retail packaging including copywriting.
- Designed logos & created custom branding for corporate identity and retail product lines.
- Directed and shot in-house photography on a variety of retail products.
- Executed & maintained daily correspondence and transmission of artwork files with freelancers, U.S./Canadian/Chinese manufacturing teams to ensure consistent file structures & deadlines.
- Clients included Merchsource, Disney, Warner Bros, Kohl's, CVS, Walgreens, Sharper Image.

ADDITIONAL PROFESSIONAL EXPERIENCES

- THE SHERWIN-WILLIAMS COMPANY - Graphic Designer / Imaging Specialist (2002 - 2005)
- THE REAL ESTATE BOOK OF CALIFORNIA - Art Director / Graphic Designer (2001 - 2002)
- SIGNSPLUS, INC. - Assistant Manager / Graphic Designer (2000 - 2004)

EDUCATION: PLATT COLLEGE - AA Degree in Graphic Arts / 20+ Years Experience

LET'S TALK!

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