

JEFF HOTCHKISS

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EXPERIENCE

ART DIRECTOR

Jupiter Gear/Kodak LED Lighting - Feb. 2015 to Present

- Principal Art Director/Graphic Designer for Fitness Company
- Designed clothing and patterns for clothing manufacturers using Adobe Illustrator and Procreate
- Designed Jupiter Gear website using Sketch for Mac, Adobe Illustrator and Adobe Photoshop
- Worked closely with web designer to create website in Shopify
- Directed photo shoots with models wearing Jupiter Gear yoga leggings and sports equipment
- Edited and color corrected photos using Adobe Photoshop
- Designed packaging, catalogs and other collateral using Adobe Creative Cloud
- Assigned duties to junior designers, ensured items were correct and deadlines were met
- Compiled and maintained price list spreadsheet of every product the company carried in Excel
- Directed web designer in creating new website for company using HTML, CSS and Wordpress
- Coordinated with outside vendors, including printers, freelance Auto CAD artists, and product representatives
- Sent mass emails to customer base using Constant Contact
- Served as liaison between management and Eastman Kodak corporation
- Designed mobile home lighting app
- Created presentations using Keynote and Powerpoint
- Collaborated with Eastman Kodak on Style Guides for packaging and collateral materials
- Maintained photo archive of all images
- Wrote copy for catalogs, sell sheets and presentations
- Created artwork and managed company's various social media platforms using Facebook Creative Hub

LEAD ARTIST

Odin's Hammer - July 2013 to July 2014

- Responsible for creation of artwork, designs and user interface graphics for an iPhone application
- Translated complex ideas into compelling visuals
- Illustrated over a thousand icons for the game using Adobe Illustrator and Adobe Photoshop
- Designed flyers, letterheads, infographics and other collateral materials in conjunction with app
- Maintained brand and visual presence
- Collaborated with creative, administration, and engineering teams

GRAPHIC DESIGNER

National Advertising Associates - Sept. 2012 to June 2013

- Created advertisements and designed employment magazines using InDesign, Photoshop, and Illustrator
- Managed publications from start to final published piece
- Distributed digital versions of publication using Adobe Acrobat, and Mail Chimp
- Devised publication schedule
- Collaborated with sales team to create advertisements

GRAPHIC DESIGNER II

Arizona Historical Society - Aug. 2002 to Oct. 2011

- Responsible for concepts, designs and final art for projects for the Arizona Historical Society's 4 divisions
- Designed brochures, annual reports, appeal mailings, invitations, infographics, exhibit label design, banners, publications, advertisements, t-shirts, coffee mugs, business cards and other collateral materials
- Contributed digital designs to social media, TV programs, and website
- Managed several projects concurrently from start to finish
- Produced graphics, labels and murals with large format printer
- Mounted and sometimes laminated graphics and labels
- Supervised a graphic design studio, oversaw a printing budget, kept computers and equipment in working order
- Supervised and directed interns and freelance graphic designers
- Graphically supported internal and external clients

SKILLS

Macintosh OS X, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Adobe Flash, Adobe AfterEffects, Quark Xpress, Microsoft Word, Microsoft Powerpoint, HTML, CSS, Javascript, Final Cut Pro, Final Draft, Toon Boom Studio, Mail Chimp, Constant Contact

SOCIAL MEDIA

Twitter, Facebook, Instagram, YouTube, LinkedIn, Tumblr, Pintrest

EDUCATION

The Colorado Institute of Art

Associate of Applied Science Degree in Visual Communications, 1995