



jamieappel.com



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OBJECTIVE: To produce design that inspires and informs the end user and client.

EMPLOYMENT

Senior Designer - Branding, Print & Web

NORCAL Group // Austin, TX

January 2017 - Present

- Designed all branded collateral - print, digital and web
- Developed key strategic direction for brand growth
- Maintained relationships with production vendors, managing all internal and external project requests

Senior Designer & Developer

Sommers Marketing + Public Relations // Austin, TX

February 2013 - December 2016

- Created brand identities and print collateral
- Designed, developed, setup and maintained websites
- Developed email and digital marketing material
- Art directed and mentored junior designers

Graphic Designer

Mosak: Advertising and Insights // Austin, TX

May 2012 - February 2013

- Conceptualized and created print collateral, digital and video content
- Managed brand standards on key clients

Graphic Designer

Texas Exes Alumni Association // Austin, TX

April 2007 - March 2012

- Created a uniform brand message across all print collateral and web projects
- Designed advertisements, event material, outdoor, promotional products, and individual program identities
- Managed price quotes and print production

Designer & Pre-Press Production

PIP Printing // Ft. Lauderdale, FL

May 2006 - April 2007

- Designed print collateral
- Set artwork for pre-press production
- Operated bindery equipment

Freelance Designer

June 2003 - Present

- Conceptualized and produced print and web projects
- Managed clients, pricing, proofing and final production
- Created custom illustrations, prints and large-scale murals

SKILLS

Adobe Creative Suite // Microsoft Office // Concept, Strategy and Brand Development // Art Direction // Project Management // Pre-Press // Layout // Typography // Illustration - Digital and Hand-Drawn // Website Design and Front-End Development // Wordpress - Setup, Maintenance and Customizing Themes // Domain DNS and Host Setup

EDUCATION

University of Miami // Coral Gables, FL

August 2002 - May 2005

Bachelor of Fine Arts - Graphic Design

Art History and Marketing Minors

Cum Laude

AWARDS & INVOLVEMENT

AIGA member

Design Ranch 2011 Board // Silent Auction Co-Chair

CASE Award of Excellence - Membership ad series, *The Alcalde*

IPMA Bronze Award - TAME Annual Report

FUN FACTS

Seinfeld trivia and Popsicle Stick Sculpture champion

I drew food I ate every day for a year

I play A LOT of soccer

I am smiling 99% of the time

My favorite holiday is Halloween

I consider my dogs part of the family