



[jamieappel.com](http://jamieappel.com)



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Hello! I'm a visual storyteller with a background in crafting digital systems and brand experiences. I've been collaborating with colleagues, clients and executives to integrate the needs of customers with the possibilities of creativity for business success. I'd love to work together and I appreciate you taking the time to get to know me better!

## EXPERIENCE

### Senior Designer - Branding, Print & Web

NORCAL Group // Austin, TX | January 2017 - Present

- › Developed strategic direction and core creative for rebrand in partnership with the VP of Marketing, Director of Brand and other executive stakeholders — aligning the brand with the mission and helping build confidence internally with agency partners and policyholders
- › Built a scalable co-brand system for our collateral adding value for the national business development team, contributing to exceeding the yearly premium sales goals
- › Reduced stock photography spending from \$15,000 to \$1,200/year while maintaining the same quality of images and increasing options for visual design work
- › Worked in concert with the Director of Brand to hire and mentor a production designer; as a result our department was able to take on additional requests and expand our reach
- › Forged key cross-departmental partnerships
  - Internal print shop: reduced spending by overseeing paper supply channels, managing brand consistency and quality control and coordinating server access to allow a new level of self-sufficiency, eliminating unnecessary legwork and production delays daily
  - Risk management: redesigned and altered the distribution methods for their flagship offering, *Claims Rx* — went from creating three separate files to one that met print, web and app requirements — cutting hours of work each month
- › Executed and collaborated in national ad campaigns, marketing plans, collateral (print, web, digital, trade show and outdoor) and internal engagement goals
- › Led the environmental design team for the regional office moves in three cities, creating original murals, offering color and brand direction and coordinating fine art procurement and placement along with the VP of Marketing and Director of Brand — enhancing morale and internal excitement for the relocation of workspaces
- › Increased employee engagement through a redesign of company intranet by incorporating responsive components and enhancing the overall experience

### Senior Designer & Developer

Sommers Marketing + Public Relations // Austin, TX | February 2013 - December 2016

- › Initiated and completed self-directed training in web design and development, increasing our firm's capacity and turnaround speed for web-based projects
- › Instrumental in the growth and success of the design team, maintaining a seamless pace of operation while expanding and realigning
- › Vetted, interviewed and selected junior staff, mentoring and growing their abilities to produce work at the highest level
- › Expanded my original role from print designer to include mentor, web developer, and client relations, helping the firm more than double its number of clients in three years

## SKILLS

Concept, Strategy & Branding  
Art Direction  
Layout & Typography  
Publication Design  
Illustration - Digital and Hand-Drawn  
Project Management  
Pre-Press, Paper and Production  
Digital Marketing  
Email Design and Distribution  
Front-End Design and Development  
Wordpress: Setup, Maintenance and Customizing Themes  
Domain DNS and Host Setup  
Adobe Creative Suite  
Microsoft 365  
Hubspot  
Basecamp

## ACHIEVEMENTS

2018 IMCA Best of Show:  
Elite Agent Event Collateral

2018 IMCA SAMMY Award (Best of  
Conference): Year in Review

2017 Platinum Hermes Creative  
Award: NORCAL 2016 Annual Report

2017 Gold Hermes Creative Award:  
California Retention Campaign

2011 CASE Award of Excellence:  
Membership ad series, *The Alcalde*

## EDUCATION

University of Miami // Coral Gables, FL

Bachelor of Fine Arts - Graphic Design  
Art History and Marketing Minors  
*Cum Laude*

### Graphic Designer

Mosak: Advertising and Insights // Austin, TX | May 2012 - February 2013

- › Collaborated with colleagues to execute full-scale creative — concepts, pitches, commercial storyboards, original art and radio spots for top tier clients
- › Tripled my assigned projects after two weeks, increasing the team's capacity and ability to better meet clients' needs

### Graphic Designer

Texas Exes Alumni Association // Austin, TX | April 2007 - March 2012

- › Spearheaded the unification of the brand throughout the organization, building stronger equity and closing the visual style gap between departments
- › Restructured the production process and logistics for print material, resulting in a \$29,375 savings between 2010-2011

### Designer & Pre-Press Production

PIP Printing // Ft. Lauderdale, FL | May 2006 - April 2007

- › Learned to operate press and bindery equipment, expanding the shop's bandwidth
- › Worked directly with walk-in clients, up-selling offerings to generate additional revenue

### Owner, Freelance Designer

jamieappel.com // Austin, TX | June 2003 - Present

- › Generated new business opportunities, ran projects from strategy to execution, worked across print, digital, website, environmental and fine art
- › Managed client relationships, consultations, estimates/invoicing and budget requirements

## CLIENTS

3M  
University of Texas at Austin  
Raytheon  
OWN Network  
Chuy's  
Shady Grove  
TAME  
University of South Florida  
Brookfield Residential  
Addison  
Easton Park  
Blanco Vista  
Tessera on Lake Travis  
Blake Magee Co  
Longhorn Village  
The Summit at Rough Hollow  
Seely Group  
Circle C Child Development Center  
Austin Soccer Foundation  
Brunson Dental  
Beckett Electrical Services  
Mondics Insurance  
Lucky Eagle Casino

## FUN FACTS

AIGA member since 2005  
Seinfeld trivia geek  
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  
Dogs are family