



# JEFFREY NELSON

Senior Graphic Designer / New York, NY

Results-driven Senior Graphic Designer with 8+ years of experience building brand identities, marketing campaigns, and digital/print assets. Skilled in Adobe Creative Suite, inclusive design, and team mentorship, delivering high-quality projects on time and within budget.

## > Contact

- ✉ hello@createsbyjeff.com
- ☎ (347) -579 -9351
- 🌐 createsbyjeff.com
- 📌 linkedin.com/in/jeffreyleenelson/

## > Skills

Brand Identity and Visual Systems  
 Art Direction and Visual Storytelling  
 Social Media and Platform-Native Design  
 Typography, Layout and Visual Composition  
 Accessible and Inclusive Design (ADA & WCAG 2.1)  
 Campaign and Content Strategy  
 Print and Digital Production  
 Cross-Team Collaboration and Communication  
 Project Management and Creative Leadership

## > Tools / Software

- |                   |  |
|-------------------|--|
| Adobe Photoshop   | Google Workspace<br>(Drive, Docs, Gmail, Meet) |
| Adobe Illustrator | Microsoft Office<br>(PPT, Word, Excel, Teams)  |
| Adobe InDesign    | Notion   |
| Adobe Acrobat     |  |
| Adobe Lightroom   |  |

## > Key Projects

- Apparel/Merch
- Branding
- Packaging
- Publication

## > Education

- Bachelor's Degree / City Tech (CUNY)  
JUN 2015 BROOKLYN,NY
- Associate Degree / Kingsborough (CUNY)  
JUN 2012 BROOKLYN,NY

## > Certification

- Adobe
- Essential Skills in Generative AI for Creatives
- Illustrator 2025 - Professional Certification
- InDesign 2025 - Professional Certification
- Photoshop 2025 - Professional Certification

## > Experience

### Graphic Designer - Freelance

FEB 2016 - PRESENT REMOTE

- Led branding initiatives for education, nonprofit, and lifestyle clients, creating cohesive visual identities that strengthened audience engagement.
- Designed logos, digital ads, social media assets, and print collateral tailored to each client's brand identity and voice.
- Managed production, vendor coordination, and file handoff to ensure timely delivery and print accuracy.
- Created digital and print assets using Adobe Creative Suite, with tools that enhanced efficiency.

### Design and Communication Coordinator - Guttman

FEB 2017 - JUN 2024 NEW YORK,NY

- Launched college's first institutional branding: logos, digital/print assets, and web mockups that boosted engagement.
- Applied accessible design standards to ensure ADA and WCAG 2.1 compliance, expanding content reach.
- Optimized workflows for project tracking and file management, enhancing team efficiency and output.
- Mentored interns and junior staff, building skills in design, storytelling, and accessibility.

### Graphic Designer - ClickDaily

SEPT 2016 - FEB 2017 NEW YORK,NY

- Created social, digital, and print assets to enhance campaign reach and audience impact.
- Created templates and guides to ensure brand consistency across channels.
- Collaborated with marketing and copywriting teams to align design output with campaign goals and KPIs.

### Graphic Design Intern - Captiv8 Promotions

MAY 2015 - JUN 2015 NEW YORK,NY

- Created promo materials and packaging for ESPN and Loudmouth Golf, supporting two seasonal campaigns.
- Designed digital banners and layouts, earning praise from the art director for creativity and precision.
- Collaborated with marketing and copywriting teams to align design output with campaign goals and KPIs.