

Jeff Portaro

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Portfolio Can be viewed at
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EXPERIENCE

Graphic Designer, Enventys, Charlotte, NC

2010 - Present

Create and develop various branded collateral for clients including but not limited to logos, product packaging and advertising materials. Design and layout *Inventors Digest*, a 48 page magazine that is published monthly.

Product Development Specialist, Herff Jones Yearbooks, Charlotte, NC

2006-2010

Acted as a senior designer, project manager, and art director for various projects. Duties included designing, illustrating, and producing projects for multiple forms of print material and interactive media such as books, magazines, brochures, fliers, posters, product packaging, tradeshow displays as well as other marketing collateral. I also took on the role as staff photographer for the Marketing department and shot over 90% of all photographic material used in marketing communications.

Product Designer, Herff Jones Yearbooks, Charlotte, NC

2005-2006

Designed graphical elements and layouts for print, web, and other digital media.

Design Intern, American Broadcasting Company (ABC), New York, NY

July 2005-August 2005

Was placed in charge of generating full identity of news show to replace ABC World News This Morning. Designed logotypes, on-screen graphics for lower third and over the shoulder, as well as designing the title animation sequence. Other duties included physical printing, cutting, laminating and mounting of materials.

Print Production Assistant, ASU office of International Programs, Boone, NC

2002-2003

Created posters, pamphlets, and fliers for distribution. Helped with student interests in studying abroad.

Bicycle Mechanic and Salesperson, Magic Cycles, Boone, NC

2004-2005

Built, Maintained, and customized bicycles for customers. Duties included building wheels, servicing suspension forks, installing components, and overall bicycle maintenance.

Bicycle Mechanic, The Bicycle Chain (formerly Durham Cycle Center), Durham, NC

2001-2004

Built, Maintained, and customized bicycles for customers. Duties included building wheels, servicing suspension forks, installing components, and overall bicycle maintenance.

EDUCATION

Appalachian State University, Boone, NC
BFA Graphic Design 2005
GPA 3.14

SKILLS

- Adobe In-Design CS through CS4
- Adobe Photoshop 7.0 through CS4
- Adobe Photoshop Lightroom
- Adobe Illustrator 10.0 through CS4
- Adobe After Effects (minimal amount)
- Dreamweaver
- HTML & CSS
- Flash (minimal amount)
- Macintosh operating systems
- Photography

AWARDS & RECOGNITION

- Eagle Scout
- Dean's List, General Studies - Fall 2002 Dean's List, College of Fine and Applied Arts.
- Fall 2003, Spring 2004, Spring 2005
- Merit Award, Appalachian State University Art Expo. - Spring 2004, Spring 2005

INVOLVEMENT

- AIGA, 2004 - Present
- Guest Speaker to Porter Ridge Middle School's National Junior Art Honor Society, 2007