



## JACOB GRACZYK

Graphic Designer

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**Portfolio** <https://jacobgraczyk.github.io/portfolio/>

**Education** **State University of New York College at Buffalo**, Buffalo, NY  
Bachelor of Fine Arts in Communication (Graphic) Design, May 2016  
GPA 3.24/4.0

**Genesee Community College**, Batavia, NY, 2011-2013  
Course work in Digital Arts, President's List two semesters

**Work Experience** **Imperial Textile**, Buffalo, NY

*Graphic Designer / Web*, January 2017 - Current

- Maintain catalog of over 80,000 SKUs across Imperial Textile's three main websites. Also contributing to third party marketplaces (Amazon, Walmart and eBay).
- In charge of third party marketplace order imports, tracking exports, return tasks and backorder queues.
- Collaborate with the marketing department on pricing updates in business management and content management systems.
- Launched over 50,000 products in e-commerce platforms BigCommerce, Shopify, Amazon, Magento, Walmart and eBay both manually and with csv, tsv and xlsx spreadsheets.
- Routinely perform quality assurance checks for all product launches, price changes and site updates.
- Lead projects with teams of data entry and photography interns, maintaining our brand image, consistency and high quality per company standards.
- Forecast and label outbound inventory for Amazon FBA services.
- Develop landing pages and web elements using HTML and CSS coding.
- Designed a new photography studio and implemented new procedures for all in-house product photos to be used by myself, incoming co-workers and interns. The resulting photos have heavily influenced our SEO rankings in Google, Bing and Amazon search engines.
- Update and improve online brand images including home page blocks, web banners and product images.
- Assisted in transferring the entire product line onto a new platform.

*Graphic Designer / Production*, September 2016 - December 2016

- Formatted customer supplied vector art files for use in production on tight 30 to 60 minute deadlines.

**McDonald's**, Alden, NY

*Crew Trainer*, August 2010 - September 2016

**Technology** Adobe Creative Suite, Illustrator, Photoshop, InDesign, HTML, CSS, Javascript, Sass, React, AJAX, GitHub, Node.js, Content Management Systems (CMS), Microsoft Office, Word, Powerpoint, Excel, Google Drive, Docs, Sheets, Slides, Google Analytics, Mac, Windows

**Internships** **Buffalo State College Office of Stewardship**, Buffalo, NY

*Graphic Design Intern*, 2016

- Designed t-shirts for multiple events on campus.
- Produced brochures, buck-slips, and posters for donation projects.
- Developed marketing campaigns that included flyers and postcards.

**Genesee Community College Design Program**, Batavia, NY

*Graphic Design Intern*, 2013

- Developed logos for local companies.
- Created posters for events on and near campus.
- Designed t-shirt selected for *Respect campaign*.

**Freelance Work** **Logo Design**, Buffalo, NY

*Freelance Designer*, 2017

- Produced logo for a fantasy hockey league.

**Logo Design**, Buffalo, NY

*Freelance Designer*, 2016

- Designed logo set and social media graphics for a local podcast.

**Artist Bio**, Buffalo, NY

*Freelance Designer*, 2016

- Filmed and edited Artist Bio for a ceramic artist.

**Animation**, Buffalo, NY

*Freelance Designer*, 2016

- Created short animation for fashion designer.

**Graphic Illustrations**, Buffalo, NY

*Freelance Designer*, 2015

- Designed images for Halloween party menus.

**Exhibitions** **Project 308 Gallery**, North Tonawanda, NY

*Senior Show Exhibition*, 2016

**Roz Steiner Gallery**, Genesee Community College, Batavia, NY

*Design Student Art Exhibition*, 2013