

JONATHAN KALBAUGH

EXPERIENCE

MARKET AMERICA - GREENSBORO, NC

LEAD DESIGNER, U.S. MAGAZINE (AUGUST 2013-PRESENT)

- Fullfill normal duties as Publications Designer in addition to Lead Designer responsibilities
- Rebrand U.S. Magazine as template for other countries
- Function as design lead for team of five designers
- Review design work and work orders, oversee projects of all team members to ensure deadlines and objectives are being met
- Assist Senior Art Director in coaching designers, mentoring new designers and fielding questions from all departments and managers
- Work with Operations Director to stay current on departmental procedures, technical and production issues
- Encourage successful designer/writer/client collaborations
- Develop and nurture key relationships outside of Creative Services

MARKET AMERICA - GREENSBORO, NC

PUBLICATIONS GRAPHIC DESIGNER (JULY 2008-AUGUST 2013)

- Design publications for five countries including United States, Taiwan, Hong Kong, Australia, the Philippines and the sovereign state of Great Britain
- Function as design lead and rebranding of all business building materials, including annual reports and introductory guides
- Lead designer for two major Event Programs per year - Concept used as overall theme for events to sell-out crowds at the Greensboro Coliseum and American Airlines Area in Miami. Artwork used across multiple platforms to promote events including stage backdrops and graphics, videos, tickets, billboards and signage
- Concept logos, branding and advertising campaigns for multiple product lines ranging from Health and Nutrition, Music/Entertainment and Beauty
- Work with editors, translators, product management and country managers to ensure accuracy and brand standards throughout each country

ELECTRONIC MERCHANT SYSTEMS - INDEPENDENCE, OH

GRAPHIC DESIGNER (AUGUST 2007-JUNE 2008)

- Collaboratively create custom gift card artwork with business clients
- Design point of purchase displays for clients including gift card holders, registration cards and table tents
- Design and Layout weekly company newsletter 'The Advantage'
- Design marketing pieces for business partners including magazine ads, brochures, handouts and billing stuffers
- Oversee and prepare process for outsourcing printed gift cards
- Design and update company sales manual

CONTACT



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EDUCATION

THE ART INSTITUTE OF PITTSBURGH

Pittsburgh, PA
Bachelor of Science, Graphic Design
Graduated June, 2007

WEST VIRGINIA UNIVERSITY

Morgantown, WV
Business Administration
Transferred to Art Institute of Pittsburgh

SOFTWARE / SKILLS

Adobe Photoshop	Typography
Adobe InDesign	Publication Design
Adobe Illustrator	Corporate Identity
Adobe Lightroom	Logo Design
Adobe Dreamweaver	Advertising
Microsoft Powerpoint	Marketing
Microsoft Word	Wordpress
Microsoft Excel	UI/UX Design
Suitcase Fusion	HTML
HootSuite	CSS

UNIQUE STRENGTHS

- Typography/Hand-Drawn Type
- Collaborative Brainstorming
- Team Building/Inspiration
- Social Networking
- Comedic Relief