



John Deer

Graphic Designer

Contacts

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- John_Deer

Key Skills

- Strong visual storytelling and conceptual thinking
- Excellent collaboration with cross-functional teams
- Attention to detail and consistency in brand execution
- Ability to manage multiple projects under tight deadlines

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
- Figma and Sketch for UI/UX design
- Motion graphics using After Effects and Premiere Pro
- Basic HTML/CSS for web design integration

Languages

- English - native
- French - professional working proficiency
- German - intermediate proficiency

Certifications

- Adobe Certified Professional
- UX Design Certificate
- Typography and Branding
- Graphic Design Specialization – California Institute of the Arts

Work Experience

● Graphic Designer (Lehner - Kreiger)

March 2022 - Nov 2024

At Lehner - Kreiger, I played a pivotal role in developing brand identities for a diverse portfolio of clients, ranging from startups to established enterprises. My responsibilities included designing logos, marketing collateral, and digital assets for social media campaigns. One of my key achievements was leading the visual rebranding of a fintech client, which resulted in a 35% increase in user engagement across digital platforms. I also collaborated closely with UX teams to ensure visual consistency across web and mobile interfaces.

● Graphic Designer (Harris LLC)

January 2022 - June 2018

As part of Harris LLC's in-house design team, I focused on creating compelling visuals for B2B software products. This included designing UI mockups, infographics for technical documentation, and promotional materials for trade shows. A notable accomplishment was the development of a modular icon system that streamlined product updates and improved user comprehension. I also introduced a new design system that reduced production time by 20% and improved cross-functional collaboration between design and development teams.

● Graphic Designer (Hyatt, Wiza and Hickle)

February 2018 - April 2014

At Hyatt, Wiza and Hickle, a fashion-forward e-commerce brand, I was responsible for crafting seasonal lookbooks, packaging designs, and digital ads. My work directly contributed to a successful holiday campaign that boosted online sales by 50%. I also spearheaded a sustainability-focused initiative by designing eco-conscious packaging that aligned with the brand's values and resonated with customers. I worked closely with photographers and stylists to ensure cohesive visual storytelling across all brand touchpoints.

Education

● Bachelor of Fine Arts in Graphic Design – Savannah College of Art and Design (SCAD)

September 2010 - July 2013

Relevant coursework: Typography, Digital Illustration, Branding & Identity, Motion Graphics, User Interface Design

● Diploma in Visual Communication – London College of Communication

September 2007 - July 2010

Relevant coursework: Layout Design, Color Theory, Packaging Design, Adobe Creative Suite Mastery, Design Thinking

References

● Jana Hermiston – Lehner - Kreiger

Senior Art Director

Email: jana_hermiston@lehnerkreiger.com | **Phone:** 891-564-3952

Relationship: Direct supervisor during brand identity projects and digital campaigns

● Harold Veum – Hyatt, Wiza and Hickle

Marketing Manager

Email: veum.harold@hyatt-wizza-hickle.com | **Phone:** 412-900-8447

Relationship: Collaborated on seasonal campaigns and packaging design initiatives