

# EDDIE JACKSON

**Proven Leadership | Graphic Designer | Digital Designer | Accountability**

eddiej@eddieportfolio.com | www.eddieportfolio.com | linkedin.com/in/eddie-jackson-sr-gd

## SUMMARY

A creative and detail-oriented Graphic Designer with a proven track record of success in creating visually appealing designs across various digital and print mediums. Thrive in a fast-paced, energetic, and enthusiastic environment; exceptional at multi-tasking while managing several time-sensitive projects in a deadline-driven environment. Enjoy collaborating with multi-discipline teams on design development as well as supporting diverse groups on a variety of tasks.

## AREAS OF EXPERTISE

Adobe Photoshop | Adobe InDesign | Adobe Illustrator | Adobe Creative Suite | Figma | PowerPoint | Team Collaboration | Project Management | Art Direction | Creative Problem Solving | Attention to Detail | Brand Identity | Logo Design | Typography | Color Theory | Website Design

## PROFESSIONAL EXPERIENCE

### TENNESSEE ACTION 24/7

#### Senior Graphic Designer

03/2022 - 09/2023

Is Tennessee's local online betting sportsbook.

- Managed the redesign of the company website, app, logo, and branding, resulting in increased website traffic within the first month of launch.
- Responsible for creating high-quality designs for print and digital materials, including flyers, brochures, websites, and electronic displays, among others, to raise brand awareness.
- Maintain website with daily graphical updates and proofed images created by the team.
- Created and implemented Figma templates to create and update web banners, social media designs, and email images, ensuring cohesiveness in content.
- Designed large digital images for wall-to-wall LED screens and portable pop-up display banners for watch parties and events.
- Trained and mentored a talented and diverse team, resulting in increased collaboration between multifaceted and cross-functional teams and focus on better brand efforts.
- Ensured proper design solutions for marketing programs and services to increase company image, identity, and brand.

### POWERNATION STUDIOS (Gray Television)

#### Senior Graphic/Web Designer

08/2013 - 03/2022

Is a full-service television marketing and media company specializing in automotive content.

- From concept to production, I created a wide variety of marketing materials, visual concepts, studio-set designs, logos, booklets, ads, sales collateral, swag, and posters, among others.
- Led the research and art direction for creating logos and typography for television and show-pitch ideas.
- Consult with sales team and management to implement creative solutions for presentations and one-pagers, resulting in partnerships with high-profile and global clients.
- Oversaw comprehensive digital assets, web advertisements, sweepstakes images, social media graphics, email, YouTube thumbnails, and OTT apps/SmartTV devices, including Samsung, Peacock, Vizio, Roku, and others.
- Developed visual concepts for sales collateral, one-pagers, booklets, wall graphics, flyers, posters, brochures, infographics, and studio signage, among other printed materials.
- Create digital advertisements to promote upcoming shows and events.
- Directed operations for photo shoots for magazine covers, DVD covers, and printed materials.
- Built and sustained strong relationships with key partners and stakeholders, including outside vendors, to secure printing, apparel, and decals agreements.

### POWERNATION STUDIOS (Gray Television)

#### Graphic Designer

05/2010 - 07/2013

- Effectively implemented UI designs across multiple platforms, websites, apps, and digital magazines.
- Directed comprehensive redesign of monthly magazine covers and layouts.
- Ensured proper design of DVD covers, discs, menu art, and inserts per client specifications.
- Held direct responsibility for the comprehensive design of email newsletters and email ads distributed to 200K+ subscribers.

## EDUCATION

MIDDLE TENNESSEE STATE UNIVERSITY | Bachelor of Fine Arts (B.F.A.)