

Jonathan M Turley
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Dear hiring manager and/or search committee:

I am applying for the Graphic Designer position advertised on Indeed.com. I have amassed a skillset and portfolio that make me an ideal fit for your company's needs. I worked at Indiana University Kokomo art gallery which involved working closely with clients to design graphics specifically for artists' needs. My knowledge and expertise, combined with patient collaboration with patrons make me an indispensable addition to any team.

I possess a Bachelor of Arts in Graphic Design from Indiana University. Throughout my collegiate career, I became familiar with Adobe Suite programs. Using InDesign to format a book for publication and printing, I have hands-on experience with trouble shooting in InDesign. As an example, the website for a publication I worked on was on Amazon and reversed the position of all the textual formatting. To resolve this, I worked from the online preview software to reverse-engineer the formatting and reposition everything backwards. This not only resolved the issue but resulted in a professional printed publication. This is one example of thinking creatively for solutions that are not readily perceivable and finding resolutions to systemic software problems in order to deliver a quality final product. Through various internships, I gained valuable, hands-on experience and am familiar with clientele demands as much as I am with the programs I use. While working for the Indiana University art gallery, using Creative Cloud, I created promotional materials for advertisement for three art exhibitions which featured both physical and digital media. This was accomplished by using selected art chosen by the curator. I was then tasked with selecting a few pieces of the submitted art to be used within the promotional material. I used a couple methods involving color theory, creating one with complementary colors of light and dark. For another method, I chose a light-to-dark color scheme through the selected art pieces, with a complementary background. The promotional material showcased a section of the select art pieces through a window on a shadowed backdrop. The final piece utilized geometric shapes, three colors, and a field of depth which helps emphasize the theme of the exhibition. This helped me to understand clientele demands such as specific dimensions, color theme, slogans, and brand identity. Understanding these concepts and how important they are to a brand involves creating a creative brief, detailing an outline plan, and understanding the desires of the clientele. Working directly with clients in my freelance experience, combined with my work for Indiana University, granted me first-hand experience and knowledge of client demands and expectations, allowing me to forge relationships with clients, maintain clear and open lines of communication, and produce quality deliverables that exceed client expectations.

While working towards my degree, I took on many independent contracts for local businesses and individuals. Among my work, I have designed advertising and logos for charities, schools, community organizations, and businesses. Such work included a poster theme of Deco art for the Kokomo Arts Association, an anti-drug use poster for Brady's Hope Foundation, a Hollywood-themed poster for First Friday Kokomo, and a brochure for the Tipton County School Corporation. This kind of work experience requires outstanding customer service skills and a self-motivated drive to engage with clients. Other

works I have done involve my personal art of distortion and photo manipulation, with a combination of filters done in photoshop. My work is showcased in my portfolio which is attached with the necessary employment documentation. I am a driven, self-motivated designer who is looking to hone my expertise while gaining further experience in my field. You will find in me an indispensable employee who is reliable and who always seeks to bring the very best to my clients.

Artist statement: Our perception of the world is defined by our senses, limiting our ability to conceive other possibilities. My screen-printing work utilizes my own photographs to depict perspectives of the peculiar through intentional camera motion. In these works, the viewer's comfortable, everyday reality becomes warped, causing the viewer to alter their personal perspective of what they believe is real.

Thank you for your time and consideration of my application. I look forward to the opportunity of working with [NAME OF BUSINESS]. I am excited to discuss my qualifications and expertise in more depth in an interview or meeting.

Sincerely,

Jonathan M Turley

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