



Jonathan Abernathy

graphic design and art direction

web/digital | print | branding/identity

jonathanabernathy.com

Technical abilities:

Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Sketch, HTML5, CSS3, some jQuery and PHP, WordPress, responsive design, Adobe InDesign, print processes and technology, large scale vehicle graphics and billboards, video editing/Adobe Premiere, motion graphics/Adobe After Effects, video shooting, and photography.

Professional:

August 2017-Present:

Graphic designer for VELUX America

Responsibilities include design and layout of corporate and customer facing print materials including brochures, mailing campaigns, and product packaging, as well as conceiving, creation and animation of corporate and customer facing video content.

October 2016-August 2017:

Freelance UI/visual/graphic designer

Designed and built three websites - one for a nationally known illusionist and storyteller, one for a local church, and one for my 90's rock band. Worked with local agencies (The Idea People, CC Communications) on website designs, a branding standards package, and a web graphics and email blast campaign.

April 2015-October 2016:

Art director and graphic designer for Duke Energy

Responsibilities included design and layout of corporate and customer facing materials including brochures, mailing campaigns, event posters, external facing print advertising, web banner campaigns and social media graphics, infographics, HTML email and responsive email design and implementation, internal branding elements such as identifiers and iconography, banners, interactive online service area maps, video art direction and motion graphics production, and photography art direction.

February 2011-April 2015:

Web designer/graphic designer/online content coordinator for iHeartMedia (formerly Clear Channel Media + Entertainment).

Responsibilities included design and layout of custom sites, custom web pages, print design, vehicle and event tent graphics, development of information graphics for sales-related presentations, merch and posters for concert events, concert/live event photography and video shooting, video editing and motion graphics, social networking graphics and content, content creation for six separate radio station websites.

February 2006-February 2011:

Web designer for the Billy Graham Evangelistic Association.

Responsibilities included design and layout of entire sites, landing pages, banner ad campaigns, branding and merch for concert tours, concert and live event photography, social networking graphics.

July 2005-January 2006:

Designer at Elkins Group Advertising and Design, Concord, North Carolina.

Responsibilities included layout and design of websites, print collateral and logo/branding development.

2003-Present:

Freelance graphic design

Websites, coordinated web and print campaigns, branding and identity, web banner ads, email blasts, album artwork (CD and vinyl), t-shirts and other merch.

1999-2005:

Signage production at Fastsigns

Responsibilities included role of production room supervisor, production of all types of signage, banners and vehicle graphics, outside installations, design, layout, and pre-production of signs.

Education:

Bachelor of Fine Arts in Art with Concentration in Graphic Design
University of North Carolina at Charlotte - August 2004, cumulative GPA 3.1.