



# *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, Adobe After Effects, Adobe XD, Sketch, HTML5, CSS3, some jQuery and PHP, WordPress, Adobe InDesign, Adobe Premiere, motion graphics, video editing, website design, responsive websites, landing pages, emails, animation and motion graphics, web video, digital signage and displays, static and animated HTML5 display ads, logos and branding, art direction, print collateral, posters, brochures, white papers, social media content and advertising, familiarity with HubSpot, video shooting and editing, sound editing, event graphics, t-shirts and clothing, vehicle graphics, print and digital billboards, large-format printing, banners and signage.

## ***Professional:***

### ***May 2019–Current:***

#### **FREELANCE WEB/VISUAL/GRAPHIC DESIGNER**

Designing websites, landing pages, banner ad campaigns, email blasts, UX journey maps, online and print marketing collateral, branding, and social media advertising. Working with agencies and businesses such as Tiny Horse, Tattoo Projects, Stratagon, EnCOMPASS Advertising Agency, Lowe's Home Improvement, Amerock, VELUX, AvidXchange, Sports Business Journal, Cherwell Software, Viveve, The Brandon Group, The Taylor Haugen Foundation, and Hood Hargett Breakfast Club.

### ***January 2018–May 2019:***

#### **SENIOR GRAPHIC DESIGNER FOR COMPUCOM**

Responsibilities included redesign of corporate homepage, design and layout of marketing collateral such as landing pages, infographics, social media static and animated ads, print collateral, and online display ads, art direction of external programming and animation vendors, development of marketing campaign concepts and branding, redesign of Compucom's eXcell staffing site, design of event booth and display graphics, corporate headquarters digital displays, internal communications graphics and animations, and some video shooting and editing.

### ***August 2017–December 2017:***

#### **GRAPHIC DESIGNER FOR VELUX AMERICA**

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

## ***October 2016–August 2017:***

### **FREELANCE WEB/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/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**

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

## ***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.