



Jeffrey Greco
Graphic / Web Designer



484.300.2544



www.grecogfx.com



Jgrec92@gmail.com

AREA OF EXPERTISE

Graphic Design
Web Design
Branding
Online Marketing
Project Management
Print Design & Layout
Typography
Photography
UI / UX

CORE TECHNOLOGIES

InDesign
Photoshop
Illustrator
Dream Weaver
After Effects
Adobe XD
Marketo
Inlighten
Studio Pro
MS Office Suite
WordPress
Coding (HTML, CSS, JS)
Mac + PC

AWARDS

2019 PCUA MIC Award

EDUCATION

Bachelor of Science,
Graphic Design
The Art Institute of
Philadelphia

PROFILE

Innovative, organized, and efficient visual communications specialist with depth of experience in designing and delivering engaging branded materials for a variety of applications. Excellent at coordinating projects for optimal efficiency and reducing operational expenses by streamlining core processes while delivering quality content.

PERSONAL EXPERIENCE

Graphic / Web Designer

Utilities Employees Credit Union, Wyomissing, PA

June 2017 to Present

Develop digital and print-based marketing content to improve brand awareness nationwide. Coordinate projects to design and implement billboards, postcards, promotional flyers, email marketing graphics, trade show products & presentations, newsletters, videos, radio advertisements, billboards, and credit/debit cards. Oversee website development and transition from static to responsive format to improve ease of access with intuitive mobile and desktop user interface, streamline site navigation, and improve user experience. Manage the creation of new pages and content as well as continuously revise, edit, and maintain established content. Support the acquisition of new deposits, loans, and memberships through geographically targeted Geofence Marketing Campaigns.

- Assisted in organizing and operating a FallFest community day for 2 consecutive years at the Reading Phillies' First Energy Stadium with multifaceted responsibilities including video animation/production, guest coordination, venue management, sponsor coordination, and production of all print materials including ticket, banners, flyers, and radio advertising.
- Wireframed, designed, and built uecu.org to increase user engagement by 20%; developed programming in-house to eliminate outside expenditure.
- Oversaw creation of 30+ print and web-based design projects to support deposit growth by \$76M+.
- Developed 200 loan-based creatives, achieving \$92M+ in new member loans.

Graphic Design / Production Artist

Reliable Companies, Oaks, PA

October 2015 to June 2017

Developed engaging branded marketing content for multiple organizations including Beneficial Bank, Siemens USA, and Jet.com to increase audience engagement and enhance client satisfaction. Evaluated project requirements to develop streamlined production processes by developing templates and layouts; decreased production time by 20%. Spearheaded new processes for mounting, laminating, and trimming to increase operational efficiency. Integrated learning process for Onyx Rip system, allowing increased efficiency with Latex HP 360 Plotter.

- Developed visually engaging branded packaging design to attract customers and support brand recognition.
- Introduced multiple innovative production processes successful in reducing production time and increasing profit margins.

Graphic Design Intern

Dave Magrogan Group, West Chester, PA

March 2015 to June 2015

Developed branded multimedia content for multiple restaurants including Kildare's Irish Pub, Bara Rosa, Harvest Seasonal Grille, and Doc's Oyster House to increase brand awareness. Developed and maintained engaging and brand-consistent designs for posters, email blasts, and online advertising.

- Oversaw the development of aesthetically appealing and brand-consistent graphic design content for four successful restaurant franchises.





JEFF GRECO

Graphic / Web Designer

 484.300.2544

 www.grecogfx.com

 Jgrec92@gmail.com

SELECTED PROJECTS

Freelance Graphic Designer

Axalta, Royersford, PA

October 2019 to November 2019

- Developed branded informational graphic for Axalta to effectively show the companies most profitable products over the course of 2019.
- Created themed cover options for Axalta's year end report.

Freelance Graphic Designer

Protex Janitorial Services, Philadelphia, PA

June 2016 to November 2017

- Collaborated with organizational leadership at a leading janitorial services provider to develop engaging graphic design content and improve brand awareness.
- Created new corporate logo and branded designs for vehicle wraps, email graphics and website landing pages.

Freelance Graphic Designer

Vygon, Lansdale, PA

April 2016 to May 2016

- Created environmental graphics including outdoor entry sign for main building as well as a designated loading dock bay signs for easier navigation around the building.
- Collaborated with 3rd party vendors to ensure optimal quality and cost effective price points.

Freelance Graphic Designer

American Foundation for Suicide Prevention, Royersford, PA

May 2015 to November 2015

- Developed branded content designs for AFSP's 2015 Gala event in Philadelphia, PA.
- Introduced engaging new designs for promotional flyers, save the dates, invitations, and RSVP cards to effectively engage targeted audiences.