

# JERRY J. WINTERS

## Senior Designer

### PROFESSIONAL SUMMARY

Vision-driven Graphic Designer & Illustrator with career-long record of strategic planning, content creation, brand development, and project management success for leading organizations

### CONTACT

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A dynamic, motivated, passionate Graphic Designer with the educational background and proven work ethic to guide and support the design, development, and delivery of impactful content to meet product and client requirements, specializing in branding, illustration, and web design. Innovative thought leader who is known for delivering excellent creative direction in fast-paced environments, with the skill set to analyze complex requirements, manage key projects, facilitate expansive business, and lead diverse individuals. Out-of-the-box thinker who is comfortable working in teams or independently to ensure design solutions consistently meet or exceed business and brand goals. Exceptional training and academic qualifications, including a B.F.A. in Visual Arts, Graphic Design, Web Design, and Illustration from the International Academy of Design and Technology.

### CORE COMPETENCIES

- Creative Direction
- Client Consulting
- Team Management
- Communication Strategies
- Requirements Gathering
- Production Design
- Design Methodologies
- Conceptual Sketching
- Storyboards/Mood Boards
- UX/UI Design
- Wireframes
- Stylesheet Design
- Iconography/Infographics
- Apparel Design
- Garment Sourcing
- Corporate Branding
- Presentations/Pitching
- Illustration



# Professional Experience

## **PALO ALTO NETWORKS, REMOTE, APRIL 2021 – OCTOBER 2023 SENIOR DIGITAL DESIGNER**

- Worked with creative services leads to set strategy and goals for creative development efforts.
- Established and maintained project production timelines and ensured smooth strategic development plans that met product goals and standards. Ensured that all assets were delivered on time and matched request details.
- Designed email newsletters based on Palo Alto branded templates.
- Assisted with creating iconography library working within icon systems at scale.
- Demonstrated knowledge of brand communication and digital marketing.
- Generated social media advertisements for high level brand campaigns.
- Responsible for the design and planning of company products and apps using Figma and Sketch.
- Produced logos, banners, and interfaces for various digital platforms.
- Showed knowledge of the entire Adobe Creative Suite including Illustrator, InDesign, and Photoshop.
- Managed a number of projects, working with other departments to meet project needs.
- Utilized daily Microsoft Office Suite, G-Suite, and Asana for day to day workflow.
- Created visually compelling stories through various campaigns that were published through various platforms and media.
- Created in house presentation G-slide decks for high level events and other department or executive needs.

## **TURING SAAS, REMOTE, MAR 2023 – JUL 2023 VIDEO EDITOR (PROJECT)**

- Created Google slides for onboarding video intro screens.
- Sourced stock video for transitions.
- Sourced stock images for stills.
- Recreated low-resolution company logos using Adobe Illustrator.
- Edited video and corrected sound related issues for recorded content via Adobe After Effects and Adobe Premier Pro.

# Professional Experience

## **R - ZERO, REMOTE, AUG 2022 - FEB 2023 ART DIRECTOR (PROJECT)**

- Created various layouts for digital and print collateral
- Produced vector based illustrations for informational product guides
- Edited videos for digital webinar events
- Generated high level diagrams that informed users and educated clients about ROI benefits
- Designed web banners for various social platforms including gifs
- Unleveled existing branding and all of it's corresponding identities company wide
- Strategically redesigned web page landing pages to improve visual identity and retention
- Contributed to weekly strategy meetings and brand positioning
- Generated updated booth designs with new branding for various trade shows

## **INTEL, REMOTE, DECEMBER 2019 - JUNE 2020 GRAPHIC DESIGNER & ILLUSTRATOR (CONTRACT)**

- Led the illustration of technical graphics for Intel's gaming blog posts and infographics for Intel's gaming hub, demonstrating astute technical skillset and high attention to detail using Wacom tablet.
- Collaborated with a design team of 6 to ensure creative alignment across all content, complying with Intel's branding guidelines and brand book with consistency and accuracy.
- Headed the creation and integration of branding guidelines for blog visuals in a Mac OS.
- Pioneered the ideation of innovative concepts in a collaborative environment, utilizing expertise in Sketch to conceptualize designs in cooperation with teammates.
- Liaised with the project manager and editorial team to brainstorm new content, gathering overall business requirements to inform impactful design.
- Conducted in-depth research in order to develop knowledge on current gaming trends and best practices, producing both proven and cutting-edge content.
- Presented design concepts, original content, and related projects with clear and compelling communication, building productive relationships across the business.
- Guided cross-functional project development with all agency personnel, crafting strategic plans, refining recommendations, and producing deliverables.
- Edited various images using Photoshop for blog content.
- Maintained an efficient and flexible project process that facilitated the creation and Implementation of asset production.

# Professional Experience

GREENWAY HEALTH, TAMPA FL,  
JANUARY 2018 – DECEMBER 2019  
GRAPHIC DESIGNER II (CONTRACT)

- Championed efforts to uncover and clarify core business requirements, leveraging insights to lead internal creative and strategic problem-solving independently and in collaboration with teams of 10 (often working in a self-directed remote environment).
- Translated business requirements, ideas, and concepts for both management and team members, establishing clear project goals to complete deliverables within timeline, budget, and scope.
- Implemented A/B email campaign tests to gather data on newsletter performance.
- Crafted on-brand illustrations for editorial, social media marketing campaigns, print collateral, web banners, online blog posts, monthly email templates, and miscellaneous company needs using Mac OS and Wacom tablet.
- Served as Drupal developer, migrating existing site content from WordPress to a Drupal-based platform using a Windows OS; supported the Drupal custom module and development of theme for site migration.
- Streamlined management of weekly site content, updating regularly, maintaining SEO best practices, and utilizing basic HTML coding and wireframes using responsive web design.
- Designed and created promotional videos, animations, and graphics for internal use.
- Designed and created key PowerPoint presentation decks and templates for investment and board deck presentations; creative in detail, imagery, and other high-level design elements
- Created UX wireframe layouts, and graphics for the Engage 18 event app utilizing Figma.
- Applied knowledge of current cyber threats and the associated tactics, techniques, and procedures used to infiltrate computer networks gained through company training.
- Designed numerous design campaigns targeting a number of marketing channels such as B2B emailing list, Facebook/Instagram marketing, and Google Advertising.
- Worked with external vendors, set schedules, proposed improved production processes, managed icon assets, and served as a daily point of contact internally.
- Prioritized tasks, used time management effectively on a daily bases, and demonstrated advanced problem solving skills department wide.
- Collaborated with other designers, developers, and artists, to design build and deliver new products that used emerging technologies in the telehealth industry.
- Built out icons to support company applications on IOS and Android platforms.

# Professional Experience

INDEPENDENT, REMOTE,  
OCTOBER 2004 – PRESENT  
FREELANCE GRAPHIC ILLUSTRATOR

- Construct a robust client pipeline, forming strong relationships as a freelancer to design and deliver original vector illustrations, Indesign print collateral, Photoshop manipulation, social media marketing advertising, creative consulting, character design, packaging design, web banners, responsive web design, email marketing, UX wireframe layout, and other business-related content.

## PREVIOUS EXPERIENCE

Peakbiety Branding + Advertising, Tampa FL, August 2011 – November 2011 (Intern)

Kohn Sports, Tampa FL, August 2010 – November 2010 (Intern)

Tampa Bay Aids Network, Tampa Florida, October 2005 – September 2008 (Jr. Graphic Designer)

Youth Arts Corp. Productions, Tampa FL, June 1998 – July 2005 (Artist Assistant)

# Education And Credentials

BACHELOR OF FINE ARTS (B.F.A.) IN VISUAL ARTS,  
GRAPHIC DESIGN, WEB DESIGN, AND ILLUSTRATION,  
2008 – 2011

International Academy of Design and Technology, Tampa FL

## CERTIFICATIONS

Complying with Hipaa guidelines – Greenway Health (January 2019)

Cybersecurity best practices – Greenway Health (January 2019)

Combating Medicare fraud, waste, and abuse – Greenway Health (January 2019)

Fluency in stop-motion animation – Youth Arts Corp (2002)

Competency in Graphic Design – Youth Arts Corp (2002)

Proven experience in Visual Arts – Youth Arts Corp (2002)

Showed proficiency in storyboarding – Youth Arts Corp (2002)

Advanced training in Web Design – Youth Arts Corp (2002)

# Volunteerism

- Metropolitan Ministries
- Yo Program
- Dickerson Elementary

## Additional Information

### L a n g u a g e s

English (Fluent), Spanish (Basic)

### T e c h n i c a l   P r o f i c i e n c i e s

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Adobe XD, After Effects, Premier), Creative Cloud, Dreamweaver, Sketch, MS Office Suite (Word, Excel, PowerPoint), GIMP, Drupal, Figma, Keynote, Wix Editor, WordPress, G Suite, Wacom Tablet, Salesforce, Slack, SketchUp, Canva, QuarkXPress, OneDrive, CorelDRAW, Shopify Design, Windows OS, Mac OS, CMS, Linux (Red Hat, Ubuntu), servers, routers, LAN, wireless LAN, Microsoft Exchange, Microsoft Office Suite, Microsoft Project, Access, Instagram, Twitter, Facebook, YouTube, TikTok,

### I n t e r e s t s

Travel, Fashion, Hiking, Documentaries, The Simpsons, The Paranormal, AI Technology, Economics