


# JEFF BOOB

Senior Graphic Designer / Marketing

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## ABOUT

Senior Graphic Designer with 10+ years of experience executing digital and print marketing design across web, campaign, and experiential platforms. Skilled in translating strategic briefs into functional visual systems, branded marketing collateral, and user-focused web assets. Strong collaborator across marketing, sales, and product teams, ensuring brand consistency, usability, and production accuracy while managing multiple concurrent projects in deadline-driven environments.

## SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Basic HTML/CSS & Web Design Principles
- Figma & Canva
- Wireframing & Mockups
- UI/UX-Informed Design
- Website Design & Visual Systems
- Brand Identity & Logo Design
- Marketing Collateral Development
- Print Production & File Preparation
- Presentation & Sales Materials
- Apparel & Merchandise Design
- Cross-Functional Collaboration
- Digital Asset Management

## WORK EXPERIENCE

**APR 2023 - PRESENT**      **PixelJawns**  
Freelance Graphic Designer

- Create digital and print marketing materials including social media graphics, brochures, case studies, email campaigns, presentations, and website visuals aligned with brand guidelines.
- Design responsive website visual elements, develop wireframes and mockups, and conduct visual QA to improve usability, layout clarity, and overall functionality prior to launch.
- Collaborate with marketing and business stakeholders to translate strategic objectives into clear, functional visual solutions.
- Ensure brand consistency across all touchpoints while managing multiple concurrent design projects and meeting deadlines.
- Prepare production-ready files for print and coordinate quality control through final approval and delivery.
- Review and revise designs based on stakeholder feedback, ensuring accuracy, usability, and alignment with project requirements.

**MAY 2018 - PRESENT**      **CurveBeam AI, LLC.**  
Senior Graphic Designer/Marketing

- Lead creative execution supporting marketing, sales, and internal initiatives for a medical imaging technology company.
- Design and maintain presentation templates, executive decks, RFP materials, and sales collateral.
- Develop campaign visuals, website graphics, email designs, and social media content.
- Create large-format trade show graphics, signage, and experiential marketing assets.
- Prepare print-ready files and coordinate with vendors to ensure production accuracy.
- Collaborate cross-functionally to translate strategic briefs into visually compelling solutions.
- Ensure brand consistency across digital, print, and experiential touchpoints.
- Manage concurrent projects in deadline-driven environments.

**JAN 2015 - MAY 2018**      **Driscoll Automotive Group LLC.**  
Marketing/Business Development Director

- Directed brand expression across digital, print, and experiential marketing channels.
- Led creative development for campaigns, event branding, and sales materials.
- Reviewed creative output for alignment with brand standards and business goals.
- Partnered with leadership to evolve brand messaging and visual direction.

## ADDITIONAL EXPERIENCE

**2012 - 2014**      Northland Rec. - Graphic Design / Marketing

**2007 - 2009**      AccuWeather - Newspaper Graphic Artist

## EDUCATION

**JUN 2012**      Bachelor of Science in Computer Graphics  
Full Sail University - 3.86 GPA