

JEFFREY RABIN | ART DIRECTOR

CONTACT

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Chicago, IL

PORTFOLIO

[eljefe.design](#)

EDUCATION

Bradley University
August 2014 - May 2018
BS in Creative Advertising
Minor in Spanish Linguistics

SKILLS

Photoshop
InDesign
Illustrator
After Effects
Premiere
Procreate
Wix
Shopify
Microsoft Office
G Suite
Keynote
Monday.com
Wrike.com
Slack

SOCIAL MEDIA

[LinkedIn](#)
[Instagram](#)

PROFESSIONAL EXPERIENCE

Brand Manager

Aperion Care | May 2023 - Present

- Currently producing and leading all branded design work for 40+ Aperion Care and subsidiary facilities
- Managing communications and administrative teams on brand positioning efforts throughout the midwest
- Led redesign efforts on marketing collateral, out of home signage, digital media, and numerous additional assets to improve company branding
- Collaborated and assisted on the implementation of new social media strategies leading to improved consumer engagement and brand presence
- Implemented new processes and standards for the creation of branded materials to improve operational efficiency and quality of these deliverables

Graphic Designer

Wilson Dow Group | November 2022 - March 2023

- Designed deck templates to improve client marketing collateral and to simplify future business creative needs
- Created various forms of artwork to enhance clients' corporate meeting experiences

Lead Graphic Designer

3Points Communications | April 2019 - December 2022

- Managed all in-house design work for more than 15 clients across multiple business verticals
- Implemented and led a successful internship program which saw all participants receive full-time offers post-internship
- Executed three individual rebrands to help improve client brand perception
- Functioned as a main POC with client executive leadership to ensure design needs and deadlines were met
- Built and maintained the company [website](#)

Graphic Designer & Digital Artist

Freelance | March 2013 - Present

- Commissioned to provide graphic design services for small clients and large-scale corporations
- Leveraged social media platforms to network with other artists and showcase my new artwork to generate business leads
- Created digital art which was featured by the [Chicago Bears](#)

Junior Art Director

Krystalzie LLC | December 2018 - March 2019

- Designed logo and marketing materials to establish a consistent brand image
- Structured client-facing presentations showcasing service offerings