

JEFF PEPPERS

🔗 JEFFPEPPERS.COM

✉ JEFF@JEFFPEPPERS.COM

📞 314.764.5333

INFO

Hi, I'm Jeff Peppers. I'm a designer with 10+ years of experience working in the creative field. During this time, I've worked with brands such as Coca-Cola, Purina, New Balance, The North Face, Ford, and Subaru, among others. My tech background gives me the advantage of an eye for specifics and the ability to learn new software quickly. Outside of work, I enjoy playing drums as well as watching hockey with my dog.

SKILLS

Expert Level: Adobe Photoshop, Illustrator, InDesign, Logo Design and Branding, HTML, CSS, Snapseed

Moderate: UX, Figma, Sketch, Adobe XD, WordPress CMS, PHP, Javascript, Shopify, Printful, Gumroad

Working Knowledge: Adobe AfterEffects, Premiere, Audition, Audacity, Concepts, InVision, WooCommerce

WORK

FREELANCE, SELF & CONTRACT WORK

Design, UX & Web

February 2017 – Present

September 2020 – April 2021, April 2022

Reset Vintage Apparel – Graphic Designer/Web Designer, eCommerce

- eCommerce site addition/conversion for vintage clothing & lifestyle company
- Additional scripting and data analysis included into site functionality
- Created tribute/homage imagery of vintage designs for use in print and apparel

June 2021 – July 2021

Freeosk – Digital Designer, UX/UI

- Photo editing 3D mock ups for kiosk screens and marketing services platform
- Photo editing of product imagery for kiosk screens, email and mobile app UX/UI
- Clients included: Walmart, Quaker Oats, Pearl Milling Company

March 2021 – April 2021

Graciously Noticed Apparel – Graphic Designer, Imaging Specialist

- Photo edited lifestyle and apparel photography for digital use
- Imagery used in social media campaigns driving customers to eCommerce site

November 2019 – March 2020

Nestlé Purina PetCare – External Digital Content Designer

- Executed a wide range of design projects from concept to production.
- Photo editing, video/animation (AfterEffects & Premiere, Google Web Designer), Sketch, UX/UI
- Clients included: Beggin', Beneful, Friskies, Purina Beyond, among others

August 2019 – March 2020

Verdant Birdie – Owner/Designer, eCommerce

- Creative Direction, branding, photo editing, web and social for our Etsy eCommerce shop
- Planted, grew, advertised, and shipped a variety of houseplants

February 2017

Barefoot Environmental – Graphic Designer, Branding & Identity

- Project included identity and collateral, mailers, and more
- Logo and branding refresh for signage and other materials

ANSIRA PARTNERS, INC.

Graphic Artist, Production & Design

March 2012 – February 2019

- Worked primarily with Coca-Cola account providing layouts, graphics, and collateral for print & digital
- Projects included HTML emails for use within Coca-Cola's intranet for B2C-focused campaigns
- Gained experience working on short deadlines with varying client and project manager involvement
- Worked with Anheuser-Busch, Subaru, Ford, and other brands with production, design, and templates
- Clients included: Coca-Cola, AB InBev, Subaru, Ford, Lincoln, among others

WORK

FREELANCE & CONTRACT WORK

Graphic Design, Imaging & Web

December 1999 – April 2012

February 2012 – April 2012

Bitterroot Seattle LLC – Web Designer

- Web editing and maintenance for a restaurant and pub site
- Included logo and branding concepts for signage and other materials

November 2011 – January 2012

New Balance – Imaging Specialist

- Photo editing for web/eCommerce sales, and digital imagery

February 2005 – November 2007

State School News Service – Web Designer/Graphic Designer

- Designed for, updated, and troubleshoot main non-partisan political news website
- Created, tested, and maintained signature initiative offshoot site, ShowUs.org
- Coordinated domain transfers and database backups between hosts

December 2003 – August 2006

Harmony Mountain Ranch – Lead Web & Creative Designer

- Created and Designed the website for client's real estate presentation and sale site
- Worked with the client to identify their target client's interests
- Maintained site and land map of client's business as plots developed and sold

December 1999 – July 2000

Lincoln Land Community College – Web Designer

- Responsible for redesign and layout of the school website
- Responsible for updates across multiple sections of the site
- User administration and file & server maintenance for departments

SELECT PROJECTS

PROJECT BLOSSOM

Nestlé Purina – Beyond

April 2020

Issue: Re-establish the current consumer's level of brand trust while attracting new consumers.

Solution: Campaign informing the consumer of product benefits and raising money for an altruistic cause.

Method: A versatile campaign with **The Nature Conservancy™** that brings awareness to pollinators (bees, butterflies, hummingbirds) and their impacts on the ingredients used within the Beyond® line of pet food.

- Built print and digital ads with QR codes to drive customers to web and mobile ux/ui components
- Worked to prototype web and mobile layouts to present the campaign and initiatives
- Helped to plan and brand event section for the beginning of April 2020

COCA-COLA NEWSLETTER

Ansira Partners, Inc.

March 2017

Issue: Build upon informing Coca-Cola marketing channels of upcoming initiatives and new products.

Solution: Create an Email newsletter targeted at this section of Coca-Cola's workforce.

Method: Build a standards-compliant HTML template for use in Salesforce ExactTarget allowing us to ensure compatibility and test the bounce rates. Gather this data and relay it back to project management.

- Built and thoroughly tested re-usable templates for consistent visual content delivery
- Worked to sketch, prototype, and built layouts to present the newsletter information
- Worked alongside IT and other Creative to build this, starting March 2017

EDUCATION

Foundations of User Experience (ux) Design, Google – Coursera, Issued Apr 2022 · No Expiration

University of Missouri–St. Louis, Bachelor of Fine Arts in Graphic Design, Minor in Art History, 2009

Lincoln Land Community College, Associate of Science in Network and System Administration, 2002

ORGANIZATIONS & EVENTS

American Institute of Graphic Arts, Member Since 2007

Active Alumni member of UMSL AIGA Student Group

Things I Wish I Had Known In School – UMSL Design Alumni Exhibition, Poster Design – FAB, August 2019

Senior Capstone Presentations & Exhibition – Displayed Project & Portfolio – Gallery 210, March 2009

Parental Advisory Art Exhibit – Placement in Juried Exhibition, Package Design – Gallery 210, May 2007