



**JEFF HUNTER** | (617) 792-0895 | jeff@hunterstudio.net | Dedham, MA 02026  
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### **ART DIRECTION**

18 years experience in brand development. Broad expertise in creating dynamic corporate communications with memorable graphics, clear branding and award-winning design.

I bring inspiration, imagination, creativity and a sense of humor to each creative challenge.

### **EXPERTISE**

Creative Team Management | Production Oversight | Concept Development | Corporate Branding | Proficiency in Adobe Creative Suite and Microsoft Office

### **EXPERIENCE**

**Freelance Art Director** February 2019 to present

Collaborate with marketing managers to develop campaigns from concept to execution – including print and digital advertising, web, email and multi-channel social media graphics. Design conference support materials and PowerPoint design.

**Senior Graphic Designer** February 2015 – February 2019

**John Hancock Retirement Plan Services – Boston, MA**

Created customized 401(k) communications and branded campaigns resulting in increased retirement plan assets under management. Instrumental in achieving new business growth and increasing employee participation in client retirement programs.

- Collaborated with account executives/writers to develop content and creative direction for retirement planning awareness using contemporary themes, one of which capitalized on the popularity of Game of Thrones; successful employee impact resulted in an award from the League of American Communications Professionals
- Brainstormed with executive marketing manager to develop campaign materials supporting National Sales Meeting on “Personalizing Your Retirement;” worked with outside vendor to ensure on-time production. Wide acceptance of final campaign materials led to decision to maintain theme and repurpose it the following year

**Senior Graphic Designer** July 2007 – February 2015

**New York Life Retirement Plan Services – Boston, MA**

Developed customized campaigns for retirement plan communications that serviced a wide range of clients. Designed corporate identity, event graphics, corporate brochures, and industry-specific ads.

- Oversaw in-house photographic services responsible for corporate headshots and first-ever video presentations used in executive communications; worked with finance to secure funding and purchase equipment leading to company savings of \$20k
- Created introductory video for new CEO to showcase his dynamic personality to the company; included a “breakthrough” sequence where he charged through a large poster of the previous CEO, adding well-received humor and impact to his presentation in Gillette Stadium

### **EDUCATION**

Bachelor of Fine Arts: Graphic Design; Arizona State University

### **AWARDS**

League of American Communications Professionals | Natick Center for the Arts | Quincy Marina Bay Art Show

### **OTHER**

**Art Director, Pioneer Investments, Boston**

Supervised 4 designers and established the creative direction for mutual fund launches, brochures, direct mail, corporate identity, and trade shows. Drove logo rebrand in partnership with Interbrand, London.

**Art Director, Scully Signal Company, Boston**

Supervised 2 designers, directed studio and location photography sessions and developed sales communications, trade show materials, websites, and catalogs. Managed studio photography and print buying.

**Art Director, Kensington Microwave, New York City**

Designed packaging, point-of-purchase displays, advertising, brochures, direct mail and special promotions for all computer accessories. Supervised printing through regular visits to printing plants in Asia.