



**JEFF HUNTER** | Dedham, MA 02026

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### **ART DIRECTION | COMMUNICATIONS CONSULTING**

Art Director with more than 12 years of proven experience in brand development and delivery. Possess a comprehensive background in creating dynamic corporate communications through the development of memorable graphics, branding, and design. Demonstrated proficiency in bringing inspiration, imagination, creativity and a sense of humor to each creative challenge.

### **KEY SKILLS**

Proficient in Adobe Creative Suite | Creative Production Management | Concept Development | Communications Branding and Signage | Autonomous/Team Player

### **PROFESSIONAL EXPERIENCE**

John Hancock Retirement Plan Services – Boston, MA

February 2015 – February 2019

Senior Graphic Designer

Improved customer sales through co-branded, customized 401(k) communications, utilizing campaigns in sales presentations for plan committee members responsible for assets ranging from \$20M to \$2B. Contributed to the driving of new business growth, expanding participant communications programs with all clients.

- Collaborated with account executives/ writers to develop the content and creative direction for a 401(k) campaign, promoting retirement planning awareness for client employees while utilizing a Game of Thrones theme; delivered a memorable impact to the client, winning an award from the League of American Communications Professionals
- Brainstormed with the marketing manager to develop relevant support materials for a marketing campaign to support National Sales meeting with a theme of “Personalizing Your Retirement;” worked with an outside production vendor to ensure the deadline was met, resulting in the wide acceptance of the design and subsequent decision to maintain the theme and repurpose materials for the following year

New York Life Retirement Plan Services – Boston, MA

July 2007 – February 2015

Senior Graphic Designer

Developed co-branded, customized campaigns for retirement plan communications that service a range of clients. Designed identity programs, event/ trade show graphics, signage, corporate collateral, and trade advertising.

- Oversaw an in-house photographic service, including corporate headshots and create video presentations for online executive messaging; received approval/ funding for the project and purchased all hardware to implement service program, saving the company \$10K+ by providing services in-house
- Created a video of an incoming CEO to highlight his personality and background while introducing him to the company; developed a final “breakthrough” video, introducing the new CEO as he broke through a large poster of the previous CEO, kicking-off the presentation in a fun and unique way

### **EDUCATION**

Bachelor of Fine Arts in Graphic Design; Arizona State University

### **NOTABLE AWARDS**

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

### **PREVIOUS EXPERIENCE**

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 development in partnership with Interbrand, London.

Art Director, Scully Signal Company, Boston

Supervised 2 designers, directed studio and location photography sessions and developed sales communications, tradeshow signage, websites, and catalogs. Negotiated the purchase of printing, photography, hardware and software.

Art Director, Kensington Microware, 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.