

JEFF KUPERMAN

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SUMMARY

Highly skilled and multi-talented creative professional, web & multimedia designer, graphic artist. Works effectively as a solo contributor or in a creative team environment. Self-motivated and disciplined, can work in teams on-site or remotely in distributed environments. Open-minded, and with excellent interpersonal skills. Always interested in expanding knowledge and striving to be on top of new media and technologies.

WORK EXPERIENCE

***GP Strategies Corporation* – Senior Graphic Designer**

10/03-present – Alexandria, Virginia

- Interactive Media Designer of Flash-based courseware applications for CD-ROM and online deployment
- Interface and collaborate with Programmers, Project Managers and Instructional Designers
- Work directly with clients for demonstrations and asset collection via photography, videography, etc.
- Graphic Designer for client job aids, booklets, reference cards, CD-ROM labels & jewel cases

***Jaywalk Design* -Founder and Creative Consultant**

12/98 to present - Reston, Virginia

- Creative consultant for a small design firm.
- Interactive web design/layout, logo design, corporate branding, print design (i.e. business cards, stationery, brochures, flyers, tape/CD covers, etc.), and multimedia design.
- Estimate and manage web and multimedia projects and deliver proposals, monitor project budgets and timelines.
- Consult clients on company message and identity, color theory, and target marketing.

***Globecom Interactive* – Graphic/Web Designer**

10/02-10/03 – Reston, Virginia

- Senior Designer on a high-energy production team
- Created interactive product demos, presentations, and catalogs for use in touch screen kiosks and websites
- Lead designer for corporate branding (collateral and website)
- Aide in beta testing Globecom's cutting-edge proprietary software, while using it to create sales tools for clients
- Worked directly with high-end clients like Home Depot, Lowe's, and Rubbermaid

***PSINet Inc./Cogent Communications* -Art Director, Web**

05/02-10/02 – Georgetown, Washington DC

- Sole designer for all web and print needs in Marketing department
- Webmastered, re-structured and redesigned corporate website, intranets, and websites for merged companies
- Managed collateral purchasing intranet and relationship with fulfillment vendors
- Conceptualized and designed multi-channel direct mail campaigns
- Researched and applied use of HTML email campaigns
- Provided all graphics for internal communications (newsletter, sales incentives, etc.)

Web Design/Marketing Project Manager

09/01-05/02 - Ashburn, Virginia

- Oversaw creative processes for web design in collaboration with marketing message and collateral (i.e. leading brainstorming meetings, storyboarding projects and sitemaps).
- Creative force behind re-vamped corporate identity.
- Designed, redesigned and maintained the Baltimore Ravens website.
- Produced a Flash web commercial for PSINet corporate site, complete with original music and sound editing.
- Reviewed requirements with clients and created an animated splash page for Shell Racing website, along with website logos for the Phoenix Coyotes.
- Managed and created online marketing/sales content for PSINet and clients.
- Acting webmaster and developer for corporate site, intranet, and Baltimore Ravens website.

Web Developer and Multimedia Specialist

01/01-09/01 - Ashburn, Virginia

- Corporate website redesign, concept-to-creation web marketing/advertising, illustration and animation.
- Provided custom graphic design work, and manipulation of existing artwork with various graphic design tools.
- Worked closely with internal and external groups to deliver graphics and multimedia.
- Web content, multimedia, and game development to increase traffic and advertising revenue.
- Monitored online chats and forums.

Graphic Artist and Web Designer

5/98-01/01 - Reston, Virginia

- Production of direct mail, corporate collateral, stationery, and promotional materials.
- Streamlined marketing department's physical layout, improved color management and branding throughout production process.
- Doubled as Webmaster and content manager for the corporate website.
- Acted as liaison for regional managers, advertising agencies and print vendors.

CICAT Networks -Graphic/Web Designer

1/97 to 5/98 - Fairfax, Virginia

- Concept-to-creation web design, graphics, image editing, promotional materials, brochures, tradeshow booth design, and logos for CICAT and clients.
- Handled print vendors, client support, and budget management for internal and external projects.

TECHNICAL SKILLSET

Software & Applications: Photoshop, Illustrator, Flash, AfterEffects, Dreamweaver, InDesign, Maxon Cinema4D, Acrobat, Windows/Mac

Multimedia & Programming: Flash scripting, digital audio and video editing, HTML, CSS, DHTML, FTP, JavaScript, ASP, PHP

ACCLAIM

- Macromedia Site of the Day for Ravenszone.net
- Online Flash web commercial was displayed at Internet World at Earl's Court in London (the largest in the UK with approximately 40,000 visitors)

EDUCATION

- George Mason University. 1995 to 1998 - Fairfax, Virginia - B.A. with honors in Art Studio. GPA - 3.63. Golden Key and Alpha Chi National Honor Societies, Dean's List 5 semesters.
- University of Virginia. 1993 to 1994 - Charlottesville, Virginia - Psychology major.
- Elected to Phi Gamma Delta

PERSONAL

- Bilingual (English and Spanish)
- Traveled extensively and lived in Tokyo, Japan for three years
- Interest and talent in the fine arts (photography, drawing, painting, graphic design, sculpture, music & entertainment)
- Freelance web/graphic designer for years
- Fast and willing learner, always ready to learn new skills (especially in multimedia)

References and sample work are available upon request.