



Multimedia • Social Media • Design • Illustration • Photography

Jeffery Hanson

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PROFILE:

I seek a fast-paced environment where I can use my skillset and experience to create leading-edge design assets. My ideal placement would include multiple projects and deadlines across the same timeline, facing last-minute project changes head on with creative and effective solutions, and the opportunity to work around budgetary constraints creatively to provide high-end results.

SPECIAL SKILLS/PROJECTS:

In addition to traditional fine art skills, like pen and paper illustration, I am proficient in Adobe Creative Suite applications such as Illustrator, InDesign, and Photoshop. I am also skilled in digital and film photography, with an emphasis in lighting techniques, product photography, and portraiture. I have also developed video content for both social and online channels.

REFERENCES:

Lissa Baker
lissa@livestockmediagroup.com
(515)979-2397

James Egolf
james@jamesegolf.com
(319)899-6763

Education and complete work history provided on request.

EXPERIENCE:

Heartland Communications Group, LLC Fort Dodge/Des Moines, Iowa
2005-Present

Graphic Designer/Social Media Editor

Within my capacity as Graphic Designer, my duties have included being responsible for the design, layout, and print-prep for multiple weekly and monthly print publications. These include *AcreageLife*, *The Chicken Whisperer*, *Iowa Sportsman*, *Lift and Access*, *American Dairymen*, and *American Cattlemen*. Along with the day-to-day duties inherent in deadline-driven publications, I was also responsible for the redesign of existing titles, and bringing a visual identity to start-up publications.

Seven years ago, I was tasked with developing social media approaches for several of the above publications, approaches that were then used for other publications. Along with a ten-fold increase in print distribution during my tenure, we have also seen our social media outlets increase geometrically. *American Cattlemen*, for instance, saw their FaceBook audience go from barely 500 followers when I was tasked with increasing our viewership to over 400,000 followers today.

Freelance Fort Dodge/Des Moines, Iowa
1992-Present

Graphic Designer/Illustrator

While at Heartland, I have been encouraged to take on freelance projects to both increase my income as well as broaden my skillset to better serve my permanent position. These projects have included everything from package design for Hy-Vee's house brand cereal, canned pasta, animal crackers, and chocolate milk products to bringing to life illustrated characters and mascots.

Other projects have included cover design for book titles such as *Hatchet* (Brian's Saga Book 1) by Gary Paulsen, and *Hello, My Name Is Scrambled Eggs* by Jamie Gilson. I have also worked with various companies to design new and updated logos and style guides, website development for commercial entities, illustrated t-shirt designs, and customized clip-art.

National Camera Exchange Burnsville, Minnesota
1996-2005

Assistant Store Manager/Digital Class Instructor

Along with normal retail duties—including serving customers, ordering stock, tracking inventory, making special orders, and educating myself on new and existing gear—I was also responsible for developing and teaching a digital photography class that started with basic concepts like how to use your new camera and download digital files onto your computer before moving onto advanced approaches like composition and post-processing techniques.

Glamour Shots Des Moines, Iowa/Bloomington, Minnesota
1992-1995

Photo Manager/Photographer Training

A fun and positive environment where I was able to hone my portrait photography skills. In addition to drilling down on effectively lighting and posing subjects, I was also charged with bringing new photographers up to speed in lighting, posing, composition, and post-processing techniques within corporate style guides.