

## Technical Skills

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Lightroom
- Adobe After Effects
- Adobe Experience Design
- Adobe Dimension
- Adobe Express
- Canva
- WIX Website Builder
- Squarespace Website Builder
- Product Photography

## Education

**Diploma in Graphic Design and Interactive Media**
Toronto Film School
September 2022

*"My goal is to bring enthusiasm and professionalism to all the people I work with and all the projects I work on."*

# Jeff Jorgensen

Graphic Designer

## Contact


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## About Me

I am creative, professional, and passionate about art and design.

I strive to bring enthusiasm to my design projects and leave you feeling excited about what I have created for you.

I have an eye for detail on the one hand, and the ability to see the big picture on the other.

Every design project presents a challenge to find the best balance of form, colour, and placement of design elements. It's a challenge I enjoy!

While I always reach for perfection, I appreciate the need to be practical and get things done.

As a graphic designer, I get to share my design solutions with others, which is incredibly satisfying.

## Design Skills

**Packaging Design**

Product packaging design, including pharmaceutical packaging that conforms to Government of Canada regulations and guidance.

**Branding and Brand Promotion**

Research and ideation that produce outstanding and distinctive branding and brand promotion solutions.

**Social Media Marketing**

Social media images and motion graphics that attract attention and build awareness.

**Illustration and Graphic Assets**

Digital illustrations and graphic assets that add depth and interest to websites, social media, and product packaging.

**Product Photography and Advertising**

High quality product photography and advertising for marketing materials and industry events.

**Infographics**

Attractive text, photos, and illustrations that garner attention and help to increase knowledge and awareness.

## Professional Experience

Graphic Designer - Kye Pharmaceuticals (June 2022 - )

I am the principal in-house designer at Kye Pharmaceuticals. I contribute to and manage product branding and corporate brand management, packaging design, pharmaceutical marketing products (print), social media marketing (static images and video), website assets (illustrations and product photos), corporate documents, interactive forms, presentations, and more.